APRIL 21, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

Consistency

...THOU ART A JEWEL!

VARIETY ....THOU ART ONE, TOO!

For three successive years KLZ has been named by VARIETY as one of the top showmanagement stations of the nation. This is the first time any station has won this distinction three years in a row and KLZ is humbly grateful for this recognition from the Supreme Court of Show Business. It illustrates most vividly the consistency with which KLZ bears down on the showmanagement throttle, exerting enthusiasm, initiative and imagination continuously to find new ways to serve its community. In return, KLZ has earned increasing prestige and popularity both with its listeners and its program sponsors.

KLZ

DENVER

AFFILIATED IN MANAGEMENT WITH WKY, OKLAHOMA CITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

A MAIL COUNT

that counts *

WNAX AUDIENCE MAIL 1946 . . 517,926

This half-million mail response came from a five state area, including Iowa, Minnesota, Nebraska, North Dakota and South Dakota. *78.26 per cent of all WNAX audience mail last year was addressed to a commercial program.*

WNAX COMMERCIAL MAIL 1946 . . 405,034

* But there's more to the story. *9 out of every 10 pieces of this commercial mail contained money or orders for items advertised on WNAX.*

That's certainly proof that WNAX rings the cash register for its advertisers. If you want more proof, just get in touch with the nearest Katz man.

A Cowles Station

WNAX

SIOUX CITY - YANKTON AFFILIATED WITH THE AMERICAN BROADCASTING CO.

Another Yankee Success Story

THE YANKEE WEATHERMAN

JOHN M. MacDONALD

7 A.M. Monday thru Saturday

Sponsored by

The Lehigh Navigation Coal Company

Producers of Old Company's Lehigh Anthracite

The Yankee Weatherman gives his listeners a complete early morning New England weather summary — temperature, tides, winds, storm and road conditions and forecasts for the entire New England Yankee area.

More than 5000 Yankee listeners wrote in for his "Barometer Booklet" offered by the Yankee Weatherman during one week.

Everybody talks about the weather and the Yankee Weatherman from Bangor to Bridgeport.

Originates from WNAC over 24 Yankee Stations

WNAC	Boston, Mass.
WFAU	Augusta, Me.
WJOR	Bangor, Me.
WICC	Bridgeport, Ct.
WKXL	Concord, N. H.
WSAR	Fall River, Mass.
WEIM	Fitchburg-Leominster, Mass.
WHAI	Greenfield, Mass.
WONS	Hartford, Ct.
WHYN	Holyoke, Mass.
WLNH	Laconia, N. H.
WCOU	Lewiston-Auburn, Maine
WLLH	Lowell-Lawrence, Massachusetts
WKBR	Manchester, N.H.
WNLC	New London, Ct.
WBRK	Pittsfield, Mass.
WMTW	Portland, Me.
WHEB	Portsmouth-Dover, N. H.
WEAN	Providence, R. I.
WSYB	Rutland, Vt.
WWSR	St. Albans, Vt.
WWCO	Waterbury, Ct.
WDEV	Waterbury, Vt.*
WAAB	Worcester, Mass.

Plus Yankee FM Stations

WGTR	Boston
WMNE	Mt. Washington

*7:30 A.M.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

COCA-COLA Co., New York, currently negotiating through its agency D'Arcy Adv. Co., New York, for its program *Spotlight Bands* to be sponsored on CBS five daytime quarter-hours weekly and one night half-hour.

ONE OF LARGEST transmitting equipment orders of all time and certainly biggest since war, about to be placed with RCA by International Ladies Garment Workers Union, which has proposed grant in New York, final grants in Los Angeles, St. Louis and Chattanooga, and is applying for Philadelphia and Boston. Firm orders for those already granted and conditional orders for others would approach $400,000, says Morris Novik, ILGWU's radio consultant, and will be RCA all the way.

NEW AT&T troubles may begin when phone strike is settled—possibly this week. Justice Dept. is set to bring anti-trust suit asking that telephone company divest itself of wholely-owned service and supply subsidiary, Western Electric Corp. Suit probably will be no surprise to AT&T due to Pullman case ruling.

WHILE FORMAL announcement is withheld pending separation from diplomatic service as ambassadorial head of Greek financial mission, Paul A. Porter will become partner in law firm of Thurman Arnold, former trust-busting Assistant Attorney General, and Abe Fortas, former Under Secretary of Interior. Firm is in general practice but former FCC Chairman Porter is expected to specialize in radio and communications. It will be Porter's first venture in private law practice since he left CBS legal counselship in 1942 to enter Government service at F.D.R.'s behest.

FLYING NARBA mission of Comr. Rosel H. Hyde and K. Neal McNaughton, chief of FCC's standard allocations section, to Havana, Mexico City and Ottawa [BROADCASTING, April 14] may involve FM considerations, too. Informal conversations have surrounded proposal of CBC that FM power be limited to 20 kw, effective at 500 feet within 250 miles of border.

APPARENTLY recognizing that skywave interference exists during daytime even though not covered in its engineering standards, FCC may reverse its field on licensing of daytimers on clear channels. Substantiated reports of curtailed clear-channel service by virtue of influx of daytimers could bring approval of Clear Channel Broadcasting Service petition to terminate indiscriminate licensing pending outcome of clear-channel case.

FCC HAS established some sort of precedent by granting Baltimore *Sunpapers* authority to operate one portable and two mobile relay press stations for ten days in special press service to enable newspapers to cover local news during telephone strike which had rendered large areas of city and environs inaccessible to

(*Continued on page 98*)

Upcoming

April 21: Associated Press and American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 21: North Carolina FM broadcasters to form FMA affiliate, Cherry Hotel, Wilson.

April 21-22: NAB District 13 Meeting, Rice Hotel, Houston.

April 22-23: CCNY Third Annual Conference on Radio & Business, School of Business & Civic Administration, New York.

(Other Upcomings page 96).

Bulletins

EDWARD S. ROGERS, chairman of board, Sterling Drug Inc., New York, elected 1947 chairman of Brand Names Foundation at annual meeting Friday at Waldorf-Astoria. Other new officers include Frank M. Folsom, executive vice president, RCA Victor Division, named vice chairman; Robert M. Ganger, vice president, Geyer, Newell & Ganger, New York, and Justin Miller, president of NAB, elected to board. Mr. Folsom also elected to executive committee.

INTEREST on $350,000 judgment won last year by Donald Flamm, former owner of WMCA New York, from Edward J. Noble, chairman of ABC board, awarded Mr. Flamm by New York Court of Appeals. Mr. Noble's attorneys reportedly will appeal main verdict to Appellate Division of Supreme Court.

BRISTOL-MYERS Co., New York, announced Friday relinquishing of its Friday night 8:30-9 p. m. time period on NBC as well as *Alan Young Program* which occupies that time, effective June 6. Young & Rubicam, New York, is agency.

NEW YORK CITY Real Estate Board rejected interim plan devised by Television Broadcasters Assn. for television antenna installations in city.

WESTINGHOUSE-CIO PACT

WESTINGHOUSE ELECTRIC Corp. and CIO United Electrical Workers announced agreement Friday on 15-cent hourly wage increase for 75,000 workers. Discussion of noneconomic issues such as health, welfare and insurance programs will continue through contract year. New contract, subject to ratification by union conference board of locals and membership, effective April 1, 1947, to April 1, 1948.

RWG, NETS TO MEET

SECOND meeting scheduled April 24 between representatives of four major networks and officials of Radio Writers Guild, which two weeks ago authorized strike.

Business Briefly

TRANS WORLD SIGNS ● Trans World Airlines sponsoring 8:30-8.45 a.m. Mon., Wed., Fri. segment of *Hi, Jinx* starring Jinx Falkenburg, Tex McCrary on WNBC New York. Agency, Kudner, New York.

YANKEE SPORTS ● Alles & Fisher, Boston, J. A. Cigars, signs *J. A. Baseball Review* on eight Yankee Network stations, Sunday 7-7:15 p.m. Agency, Lester E. Hawes, Boston.

CONFECTIONS CONTEST ● Confections Inc., Chicago, begins nationwide contest in mid-May with radio spots in more than 70 markets for about six weeks. Agency, Schoenfeld, Huber & Green, Chicago.

WJZ FIRST QUARTER SHOWS INCREASE OF 13%

BUSINESS signed by WJZ New York with local accounts during first three months of 1947 showed increase of 13% in dollar volume over first quarter of 1946. Included in recent new business is Phillips Packing Co.'s sponsorship of *Elmer Davis* five times weekly, twice-weekly sponsorship of *Ethyl & Albert* by West Disinfecting Co., and sale of *Shirley Wolff Show* to Unicorn Press. In addition, Louis Sherry, Standard Brands, and Industrial Bank of New York have signed to participate in WJZ programs while Eastern Airlines, American Tobacco Co. and Philip Morris using spot.

HIGH COURT MAY GET WINCHELL LIBEL PLEA

WALTER WINCHELL'S attorneys expected to file answer in Supreme Court to libel complaint originally filed two years ago by George W. Hartman, former Columbia U. professor, seeking $50,000 damages for alleged libel in Mr. Winchell's Jan. 23, 1944, broadcast. New York Court of Appeals decided last week that defamatory remarks read from script are libel and not slander, therefore plaintiff has cause for action.

CAMPBELL'S SOUP SIGNS

CAMPBELL SOUP Co., Camden, N. J., June 30 starts sponsoring *Double or Nothing* five times weekly on CBS; time slot not yet decided (early story page 14). Campbell's five-weekly half-hour series also starts June 30, reportedly with Bob Crosby's orchestra in one 15-minute segment and Bob Trout in the other. Jack Carson's returning for Campbell's in fall deemed unlikely. Agency, Ward Wheelock.

NAB PROTESTS ZONING BILL

NAB protested zoning bill (HR-2984) Friday at joint hearing of House and Senate District Subcommittees (early story page 87). Don Petty, NAB general counsel, argued bill would handicap development of television, FM and facsimile by preventing building of towers in residential areas. Bill would become model for State action, he said.

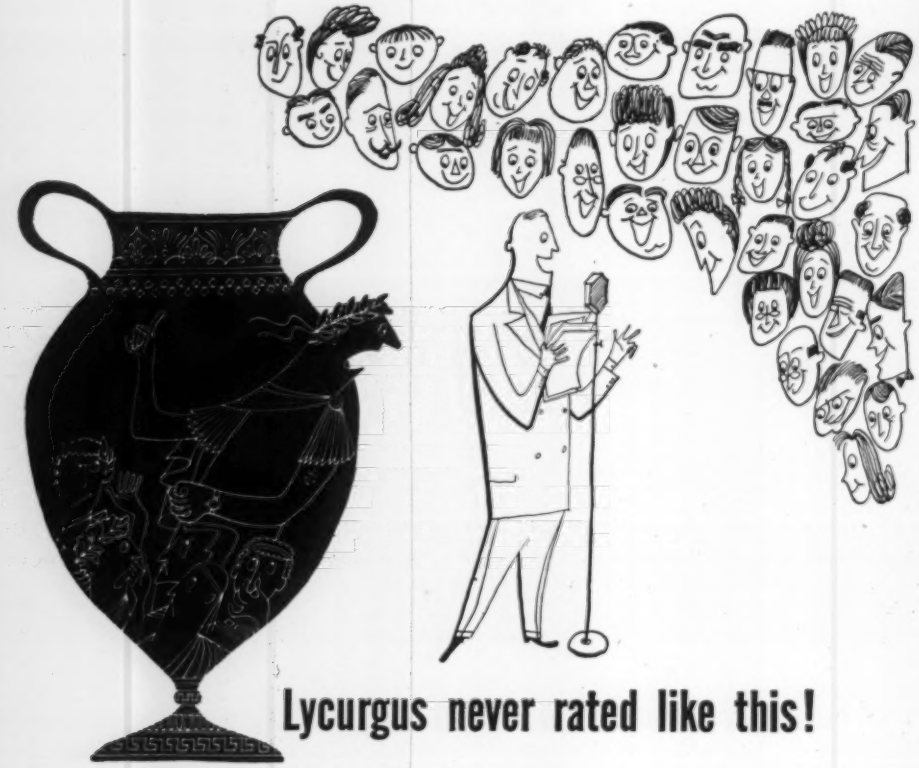
AMERICAN • MUTUAL 5,000 WATTS 980 KC

In the heart of the Tennessee Valley, 20 million killowatt hours doesn't seem like much electricity—but it's a lot when you know that IT REPRESENTS JUST THE INDUSTRIAL POWER USED IN THE NASHVILLE AREA DURING ONE MONTH. That power speeded manufacturing, employed thousands and added dollars to buying income in the rich Nashville market. And WSIX can help speed your sales in this area, too. Wide popularity means effective, economical coverage for WSIX.

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: MARKET, COVERAGE, ECONOMY



Lycurgus never rated like this!

Way, *way* back around 600 B.C., an ancient Greek orator used to talk for hours on end in the Senate of Sparta. His name was Lycurgus, and his Hooper pushed .002.

It's a different story with the modern Spartans living in and around Spartanburg, South Carolina. They have their ears glued to one radio station; the one radio station that delivers programs planned and produced for them: WSPA.

The clincher? The ubiquitous Mr. Hooper has provided us with:

HOOPER STATION LISTENING INDEX · WINTER, 1947
Spartanburg, South Carolina

INDEX	SETS IN USE	WSPA	STATION "B"	STATION "C"	STATION "D"
8 AM-12 N Mon. thru Fri.	25.9	68.8	0.9	1.3	28.6
12 N-6 PM Mon. thru Fri.	27.2	60.3	4.3	3.1	32.2
6 PM-10 PM Sun. thru Sat.	40.1	76.6	0.3	1.5	19.4

Right now, WSPA can deliver to you a ready-to-buy-your-product audience of 128,290 radio families* in 50 South Carolina, North Carolina and Georgia counties.

*BMB Daytime Audience

WSPA and WSPA-FM

CBS STATION FOR SPARTANBURG—GREENVILLE MARKET.

SPARTANBURG, SOUTH CAROLINA. REPRESENTED BY HOLLINGBERY. WALTER J. BROWN, VICE PRESIDENT AND GENERAL MANAGER.

BROADCASTING
TELECASTING

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At Washington Headquarters

SOL TAISHOFF
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• Reg. U. S. Pat. Office

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here's ☆☆☆ Hennessey

...WSYR's irresistible. profitable— and *sponsorable* salesman

☆ HENNESSEY IS IRRESISTIBLE:

Sleepyheads wake up and whistle... commuters laugh away their morning fog... daybreakers from Watertown to Watkins get up on the funny side of bed when Frank Hennessey starts his sunrise shenanigans! As WSYR's skylarking *Timekeeper* of the early-morning hours, he mixes music and musings in a bright way that has brought him over 30,000 letters from listeners in six months.

☆ HENNESSEY IS PROFITABLE:

No microphone novice, Frank Hennessey is the airwaves bugler who reached half the G.I.'s in Central Europe via Radio Munich's 200,000 watts. Before the war, he was farm editor of WWL in New Orleans. He's an expert on the buying habits of both farm and city wage-earners. Best of all, he knows the people who hold the billion-dollar purse-strings of WSYR's prosperous 17-county area*—and their loyal preference for his products proves it.

☆ HENNESSEY IS SPONSORABLE:

Listeners keep asking for more and more of Hennessey's gay patter—so WSYR has built a *new* 12:30-12:45 P.M. show (with a Pulse rating of 9.1) around this three-star salesman! Here's a prime buy for some market-wise advertiser. (Also, now and then, you might find a 10 or 15-minute strip available on the *Timekeeper's* morning show.) Typical of WSYR's smart day-long programming, Hennessey is the man who can wake up big Central New York State to *your* product. Better call us or Headley-Reed about him right away!

**BMB calls it 22.*

WSYR
SYRACUSE

570 kc.—5000 watts
Our 25th Year
NBC in Central New York
Represented by Headley-Reed

WTRY, Albany-Troy-Schenectady, & WELI, New Haven, are also H. C. Wilder Stations

An Analysis of WTOP R

...AGAINST 5 STATIONS IN 1945

...AGAINST 9 STATIONS IN 1946

In every major (and many a minor) market, the total number of radio stations has skyrocketed. As a timebuyer, you undoubtedly have wondered:

1. **What impact, if any, do new stations have on listening habits?**
2. **To what extent are established stations able to retain their ratings?**

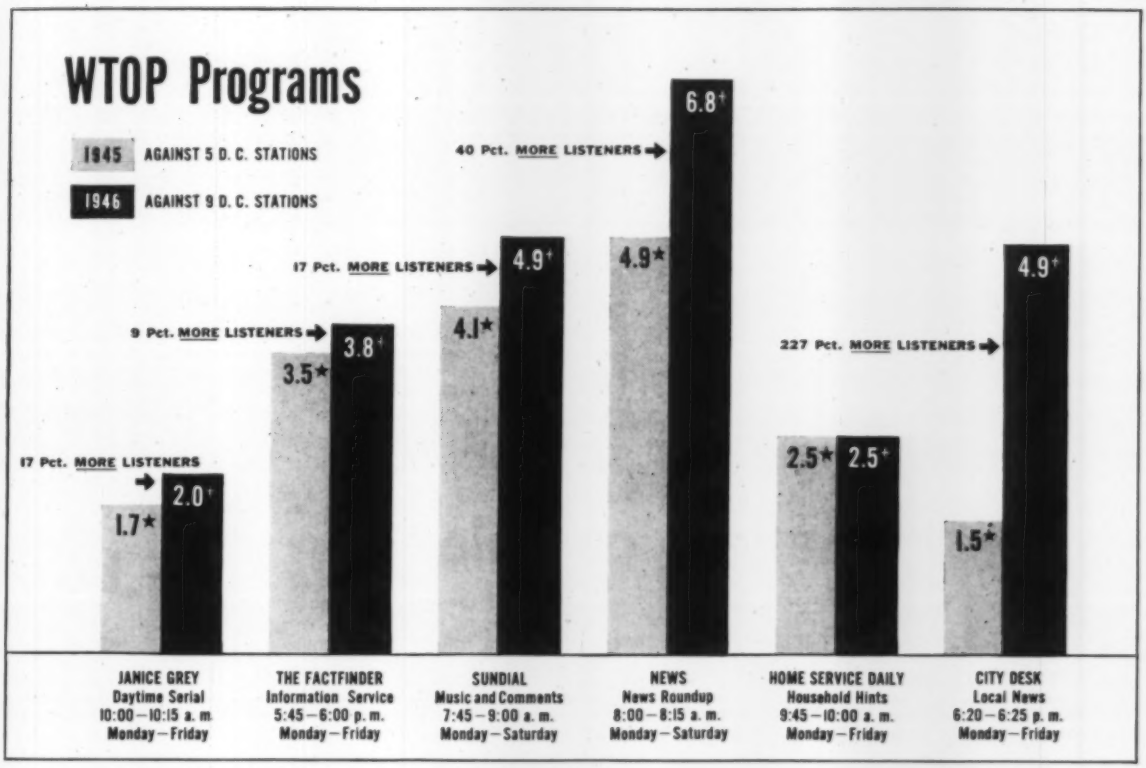
Here is some pertinent research that reveals how one station—WTOP—in one of America's greatest markets—Washington, D.C.—fared when the number of radio stations jumped from six to ten within a year.

WTOP enjoyed a 9% larger Hooper rating during an average quarter-hour against nine competing stations than the station had twelve months earlier against five competitors!*

The following six local originations are typical. All were heard when Washington had six broadcasting stations. All still were on the air when ten stations competed for the same D.C. audience. Sponsored by local or national advertisers, they represent six different types of programs:

**Based on a comparison between the Oct.-Nov. Hooper Supplementary Reports for 1945 and 1946*
**Oct.-Nov. 1945 Hooper Supplementary Report*
†Oct.-Nov. 1946 Hooper Supplementary Report

Ratings for Timebuyers



Against twice as much competition, five out of six WTOP originations commanded bigger ratings. And the sixth show had just as large a rating as it had against half as much competition twelve months earlier.

The conclusion is obvious: Good programming—the kind produced by WTOP's 40-man program department—will *always* command an ever-increasing and ever-loyal audience. *You* can get in touch with this audience by getting in touch with WTOP or Radio Sales.

Washington's only 50,000 watt station, Columbia Owned WTOP

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS.
NEW YORK, CHICAGO, LOS ANGELES, DETROIT, SAN FRANCISCO, ATLANTA

ALONE
in Nebraska's
2nd
Market!

NEBRASKA'S CAPITAL CITY STATION

KFOR alone is located in the Lincoln area and alone concentrates on serving the thousands of families in this rich market.

That's why people in this area have the KFOR listening habit . . . they know that the "Voice of Lincoln" serves their interests and theirs alone.

Let KFOR deliver this tremendous market thoroughly and economically for you, too! Call Petry today!

• Service
• Performance
• Results

CHARLES T. STUART, PRESIDENT AND EXECUTIVE DIRECTOR
EXECUTIVE OFFICES STUART BUILDING, LINCOLN, NEBRASKA
1240 KC BASIC ABC

KFOR
LINCOLN, NEBRASKA
HARRY PECK, Station Manager
EDW. PETRY & CO., INC., National Representatives

Feature of the Week

A FABULOUS idea popped into Bill Jefferay's head one day. From the listeners' angle, he knew it was sure to build an audience. But from his point of view as commercial manager of WARL Arlington, Va., he was not so sure the idea would find a sponsor. Would an Arlington or nearby Washington radio advertiser be willing to buy time for *every half-hour* break on the station *seven days a week* for a novel quiz show?

He approached the man whose firm is probably Washington's largest radio user, Sidney Zlotnick of Zlotnick the Furrier. Mr. Zlotnick was willing.

And now over 140 times a week, starting last Monday, WARL broadcasts for Zlotnick's a 3½ to 4-minute quiz which consists of an opening sponsor identification (transcribed) followed by a "live" factual question *and the answer*. Then a name is selected at random from the area telephone directory, the number called, and if the person is listening, hears the answer and can give it on the phone, he or she wins a $2 prize.

If there is no answer, or the person is not listening to the station, money reverts to the jackpot and is added to the prize for the next call.

Program is heard every half-hour from 8 a. m. to station's closing time at local sunset every day except Sunday, when the Zlotnick schedule begins at noon to avoid

(*Continued on page 86*)

BEAMING over the big deal are (standing, l to r) R. Kilbourne Castell, WARL general manager; William W. Jefferay, WARL commercial manager; M. Belmont Ver Standig, advertising agency head; Sidney Zlotnick, manager of Zlotnick The Furrier, Washington.

Sellers of Sales

PART-TIME work at KWSC, Washington State College's station, Pullman, Wash., served as springboard into the commercial field for Herb Wixson, currently assistant manager in charge of sales and programs of KMPC Hollywood.

On graduation from college in January 1930, he joined KGA Spokane where he remained until 1938. During this period he served in several capacities — as announcer, entertainer, commercial copy writer, program director, salesman and assistant manager of KGA. He held the latter post for five years before coming to Los Angeles in December 1938, to join Don Lee Broadcasting System as account executive.

He remained with Don Lee for four years. Then he joined KMPC in 1942 as sales manager. One year later—in January 1943—he became assistant manager in charge of sales and programs. In sales he oversees dealings with 267 sponsors represented by 127 advertising agencies.

Herb doesn't believe in numerology but objectively reports the prominence of the numeral four in his life. First, he was born on the fourth day of the fourth month, 1907, at Rye, Colo. Later on in life he was married to Helen Hudson on June 4, 1938. His sales staff numbers four and enough fours keep his golf scores in the low 90's. During his four years with KMPC he has managed to increase time sales 500%.

HERB

Mr. Wixson's family moved to Idaho and Washington during his childhood. A large part of this time Herb lived on ranches, where he feels a kid can grow up doing things which call for imagination, speed and initiative.

When Herb is not golfing he is usually fishing. On the latter line, he insists that he takes his hat off only to his wife as a trout fisherman.

Has he had any laughs in radio? He recalls a time when as a harried announcer reading a paint commercial with an eye on an upcoming seed spot he gave out with: "For the finest in paints, stains, enamels and varnishes, visit the XYZ Seed Co."

IT PAYS TO COVER THIS RICH MARKET

EASTON, PA.

WEEX

(Established 1936)

A STEINMAN STATION

NBC AFFILIATE

Sales Representative
RADIO ADVERTISING COMPANY
New York • Chicago • San Francisco
Dallas • Hollywood

World's Champion CARDINALS...yes, and ST. LOUIS' BROWNS

Whether it's St. Louis' colorful Cardinals or the equally famous Browns, each team has its host of ardent fans. Sports-loving St. Louis is a great baseball town, where boosters of both teams follow the successes of their favorites with loyal devotion.

AMONG ST. LOUIS' OWN

Traditions

Like St. Louis ball teams, KWK maintains its fans' responsiveness by catching and holding loyal listeners; hits home with a battery of programs geared to local interest and runs up impressive ratings. All this is proved, month after month, by Mr. Hooper's "box score."

St. Louis' Own
and St. Louis Owned

KWK
MUTUAL

HOTEL CHASE, ST. LOUIS

PAUL H. RAYMER CO., Representative

NO. 5—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

IDEAS!

The grizzled veteran above, ladies and gents, is Russel Woodward, our Executive Vice President, talking in his Chicago office with the manager of one of the top-flight stations we represent. But are they discussing their golf, their ailments, or the weather? No; they're discussing a new program idea which may soon be *selling stuff* for you. . . . Gathering and passing on such ideas is part of the job *all* our Colonels do—and do well. Want one now?

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932.

CHICAGO: 180 N. Michigan Franklin 6373 | NEW YORK: 444 Madison Ave. Plaza 5-4130 | DETROIT: 3463 Penobscot Bldg. Cadillac 4255 | SAN FRANCISCO: 58 Sutter Sutter 4353 | HOLLYWOOD: 6331 Hollywood Hollywood 2151 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
TELECASTING

VOL. 32, NO. 16 | WASHINGTON, D. C., APRIL 21, 1947 | $5.00 A YEAR—20c A COPY

Durr Charges Colleagues With Laxity

Vigorous Dissent Reveals Breach Within FCC

By RUFUS CRATER

COMR. CLIFFORD J. DURR last week charged his colleagues on the FCC bench with "laxity in the enforcement of the principles" of the Blue Book and with lowering program standards.

In a sharply worded dissenting opinion which revealed the first open breach within the Commission on the question of FCC activities in programming, Mr. Durr noted that the Blue Book "reproached" broadcasters whose program promises go unfulfilled. He added:

"It is pertinent to ask whether the statements which the Commission itself has made as to the part it proposes to play in the improvment of broadcast program service are likewise to remain in the realm of unfulfilled promises."

He pointed out that the Blue Book was issued more than a year ago (March 7, 1946), and declared:

"Yet many renewals have been granted, without a hearing, on the basis of programs which on their face, in my opinion, fail to meet any reasonable standards of public service. Since that time only five stations have had their applications for renewal of license set for hearing on program grounds.* Of these five, one license has been subsequently renewed and two are kept in hearing because of the filing of conflicting applications for their frequencies. No renewal application has been denied, and no proposed decision issued looking toward a denial of a renewal."

Commissioner Durr's dissent was from the FCC majority's inclusion of WAAF, WGES, and NBC's WMAQ among the 10 Chicago FM applicants nominated for FM grants [BROADCASTING, March 17]. He concurred in the other proposed grants and in the proposed denial to WAIT Chicago.

He objected to the proposed grant to WMAQ on the basis of its commercial programming (86.8% of time between 8 a.m. and 6 p.m. in the "composite week" and 93.8% between 6 and 11 p.m.) and what he considered over-emphasis on dramatic serials (23 in one day of the composite week). He recognized the "'excellence of many of the programs" originated on WMAQ, but insisted on better program balance. Nor did he think these considerations should be outweighed by Chicago's importance for network originations, because "the record shows that, in recent years, the company's use of Chicago as a network originating point has been steadily decreasing."

Mr. Durr's objections to WGES involved commercial programming ("for five days a week the solid schedule of commercials is not broken by a single sustaining program"); sale of 31% of commercial time to agencies for re-sale (in programming, "applicant exercises only a veto power over approximately a third of the station's operations"); and the fact that present owners acquired WGES in 1944 for about $100,000 and "took out" $120,000 in profits and salaries the following year while making a net expenditure of $9,161 for talent. He asserted:

Termed 'Exploitation'

"This is the accounting which applicant has given of its stewardship of the publicly owned radio channel entrusted to its care for use in the public interest. It is an accounting, not of public service, but of exploitation. It should not be condoned. Certainly it should not be rewarded by a grant of an additional radio channel."

Discussing WAAF, Mr. Durr agreed with the majority that "substantial improvements" have been made in program service, "upon the advice of counsel . . ." But he insisted that "advice of counsel" is not "acceptable as a substitute for the imagination and sense of responsibility which should reasonably be expected of every licensee."

He quoted a WAAF official as saying its FM application was to "protect" the AM station. He also quoted a non-AM applicant who withdrew because "it is practically impossible for a newcomer into the field to compete" with FM stations which duplicate programs of their AM affiliates.

Commissioner Durr saw no compelling reason to assign all available Chicago FM channels now. He added:

"The grant of the three applications to which I am objecting does not in my opinion contribute in any way to the 'public interest, convenience or necessity.' Such grants do serve to 'protect' the AM facilities of the applicants. But they also foreclose the possibility of later grants to worthy newcomers who are lacking in the financial resources necessary to carry their stations through until sufficient FM receivers are in the hands of the public to permit economically sound operations."

He regarded the Blue Book as

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(*) Editor's Note: FCC on Sept. 20, 1946, announced that six stations' renewal applications had that day been set for hearing, in addition to WBAL Baltimore's which was designated in February 1946. FCC said it was of the opinion that these seven stations "were not rendering a well-rounded program service in accordance with the licensees' obligation to operate in the public interest." Three of the seven (KGFJ Los Angeles, WIBG Philadelphia, and KBIX Muskogee, Okla.) have since been granted regular renewal without hearing. Two (KMAC and KONO San Antonio) have been into hearing. WTOL Toledo and WBAL are involved in competitive proceedings with other applicants for their respective frequencies.

Radio Aids in Texas Disaster Relief

Stations and Networks Speed Assistance, Cover News

RADIO met another public service test with speed and efficiency when one of America's worst peacetime disasters wrecked the Texas port of Texas City last week. Estimates of the number of dead ranged upward from 750, with mre than 3,000 injured. The explosion was a signal for radio to move into the picture immediately.

Mr. Harris

Individual stations and networks not only cooperated to the fullest with Red Cross and other relief agencies, but did an outstanding job helping to bring news of the catastrophe to America and the world. With special authorization from FCC to lend every possible aid, even to carrying emergency messages, broadcasters proved once again what an important medium radio is and how it is especially fitted to serve in times of emergency.

Band Cleared

FCC also issued an order clearing the broadcast band between 3840 and 3860 kc for a special emergency network of amateur stations in the triangular area between Corpus Christi, San Antonio and Beaumont and allotted the 7050 kc frequency for similar emergency use. This action was taken, it was explained, to permit amateur radio operators to aid relatives and friends in the difficult task of communicating with persons in the devastated area. The American Radio Relay League, with the cooperation of FCC regional personnel, organized the emergency amateur setup.

An aggressive and complete job by an individual station in news coverage and other phases of radio activity in connection with the Texas City disaster was that done by KPRC Houston, 5 kw NBC affiliate. KPRC's manager, Jack Harris, has wide experience in disaster coverage dating back to the early 1937 Ohio-Mississippi River floods when he was an announcer for WSM Nashville [BROADCASTING, Feb. 15, 1937]. Mr. Harris served during the war as chief of the Army's Radio Branch, and for a time was General MacArthur's radio officer. He still acts as consultant on radio for the War Dept.'s Public Information Division.

Mobile Crew Sent

KPRC, according to Mr. Harris, scored a five minute scoop last Wednesday in announcing the explosion of the nitrate-laden French ship. Immediately after receiving word of the explosion KPRC's entire newsroom staff rushed with a mobile crew to Texas City to start describing the disasters. In addition to presenting a series of on-the-scene broadcasts for its own

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Station Break Controversy Brewing

NBC Affiliates Organize To Forestall Possible Elimination

DISTURBED OVER signs that NBC plans to "cut down or perhaps eliminate entirely" station break announcements, a group of affiliates of that network last week set in motion machinery to establish a formal association "to function autonomously and to provide a nucleus for joint action."

By direction of an organizing committee of five, Harry Bannister, general manager of WWJ Detroit, dispatched the invitation to NBC's 160-odd affiliates. Other members of the committee, headed by Mr. Bannister, are Dean Fitzer, WDAF Kansas City, Walter Damm WTMJ Milwaukee, Nathan Lord, WAVE Louisville, and Ralph Evans, WHO Des Moines [CLOSED CIRCUIT, April 14].

The letter emphasized that there is no thought "to foster any opposition to our network management," nor to "organize a rebellion in any sense whatsoever."

Interests Not Identical

"On the contrary," the letter stated, "acting with the utmost loyalty to NBC and with every confidence and faith in its future, we still feel that as independent affiliates of NBC there must, of necessity, be many points at which our own interests are not necessarily the interests of our network. This conflict over chain breaks constitutes just such a point."

Mr. Bannister pointed out that 36 NBC midwestern affiliates met in Chicago March 14 under the chairmanship of John J. Gillin, Jr., WOW Omaha. It was at this meeting that a resolution, proposed by Mr. Bannister and seconded by Elden Park, WLW Cincinnati, was unanimously carried to appoint a committee to investigate desirability and possibility of forming the voluntary association. These affiliates, Mr. Bannister stated, were preponderantly of the view that the future seems to hold "one crisis after another, and that any of them might be disastrous; all of them are highly important."

Chain Breaks Explained

"Chain breaks" were described as time upon which stations rely "for such a large share of our community service and station revenue."

At the SPAC meeting in Chicago, the letter stated, high-ranking representatives of NBC indicated repeatedly "that they were thinking of a plan which would eliminate hitchhikes and chain breaks, in exchange for an indeterminate rise in rates. Out of Washington and out of New York, recent news dispatches have had similar connotations."

In the midst of the SPAC meeting, the affiliates held their own session and adopted the resolution. Mr. Bannister, in his letter said that the group discussed ways and means by which affiliates "might protect ourselves in this gathering crisis" and that it was suggested that the first step should be the formation of an association of NBC affiliates.

"When the networks have problems which are industrywide," said the letter, "they are quick to consult each other. But neither the SPAC nor the NAB are set up to operate in fields which are the specific concern of the affiliates of a single network. It is only with the thought of protecting ourselves in this chain break controversy without infringing on the activities of any existing organization that we urge the formation of an NBC affiliates' association."

NBC outlets were told that the five members of the organization committee regarded the matter "as important as either the 1937 musician crisis or the subsequent ASCAP crisis." Affiliates were asked to indicate by letter their willingness to join such an association.

Minutes of the March 14 meeting in Chicago of the 36 affiliates disclosed that following adoption of the resolution looking toward formation of the affiliates' association, Mr. Gillin, as chairman, appointed the organizing committee.

The resolution follows in full:

IT WAS RESOLVED that the Chairman of the meeting, John J. Gillin, be and he is hereby authorized to appoint a committee of five representatives of NBC affiliated stations to investigate the desirability and possibility of forming a voluntary association of NBC affiliates for the purpose of presenting to the FCC the point of view of the affiliated stations toward the retention of the present rules and regulations relating to station identification and the status of station identification between separate programs; and that such committee be authorized to expend such sums as may be reasonable and necessary in the polling of the other affiliates and in the necessary investigation looking toward the accomplishment of the above purposes, such expenses to be borne by the affiliates here assembled.

ZIV TRANSCRIBED SERIES TO COST HALF-MILLION

A BUDGET of a half-million dollars has been set by the Frederic W. Ziv Co. for 52 half-hour programs titled *Favorite Story*, open-end transcribed dramatic show starring Ronald Colman. Mr. Colman, it is reported, will receive approximately $150,000, including percentage of sales, for 52 programs. The transcription company announced that John L. Sinn, general partner of Ziv and producer of *Favorite Story* has set the show for a three-year minimum with a two-year option.

Mr. Colman will appear on the program, which is now being heard on WMAQ Chicago and KFI Los Angeles, as either actor or narrator, depending on the script.

Liquor Ban Lifted

CANADIAN government wartime restrictions on liquor advertising have been lifted, according to the trol order was announced this month. Liquor, beer and wine ad- April. Liquor, beer and wine advertising on radio is allowed only in provinces where provincial regulations permit.

Frigidaire Video

FRIGIDAIRE Division of General Motors Corp. will sponsor a 20-minute film titled *Frozen Freshness* over WNBT New York (NBC) and WPTZ Philadelphia today (April 21) 8:30 p. m., through Foote, Cone & Belding, New York.

Drawn for BROADCASTING by Sid Hix

"Hey, there seems to be a leak in the coaxial cable around Passaic!"

ABC REPORTS PEAK SALES OF CO-OPERATIVE TIME

ABC's co-op program sales department last week reported 245 new program sales during the first quarter of this year. The number of ABC co-op program sponsors is now at the highest level in the department's history, Murray B. Grabhorn, department supervisor, said.

New sales for March totaled 64, an increase of 26% over the 52 new sales reported for the comparable month a year ago, the network reported, pointing out that a highly important stimulant to the volume achieved during the initial three months of 1947 is ABC's co-op sales awards plan.

Leading ABC co-op programs in new sales reported during the past three months is *America's Town Meeting*, which reported 76 new sponsors added during the period. Martin Agronsky added 25 new sales, *Ethel and Albert* 22 new sponsors and *Dick Tracy* 21, while Elmer Davis and Harry Wismer tied for fifth place, each having 19 new advertisers.

CBS Nightly Show For Campbell Seen

Clearance of Monday Slot, 7:30-8, Stirs Speculation

REPORT that Campbell Soup had bought the 7:30-8 p.m. period, Mondays through Fridays, on CBS [BROADCASTING, March 31] appeared to be confirmed last week when the network announced that the R. J. Reynolds *Bob Hawk Show*, currently heard Mondays, 7:30-8 p. m., with a repeat, 10:30-11 p. m., would have a single broadcast, Mondays, 10:30-11 p. m., effective April 28. Although CBS did not announce a replacement for the vacated period, it looked as though the spot was being cleared for the soup company. Reynolds agency is William Esty Co., New York.

The *Vaughn Monroe Show* also sponsored on CBS, Saturdays, 7:30-8 p. m., by the Reynolds Co., through William Esty, with a rebroadcast, 11-11:30 p. m., will be heard Saturdays, 8-8:30 p. m. with a rebroadcast at 12 midnight-12:30 a. m., effective May 3. At the same time the William R. Warner Co., New York, sponsor of the *Jean Sablon Show* on CBS, Saturdays, 7:15-7:30 p. m., with a rebroadcast, 12:45-1 a. m., moves to Saturdays, 7:45-8 p. m., rebroadcast, 12:30-12:45 a. m. Agency is Kenyon & Eckhardt, New York. The network did not announce the replacement for the 7:30-7:45 p. m., Saturday spot vacated by Vaughn Monroe.

Effective April 30 CBS shifts its network talks program, currently heard Saturdays, 10:45-11 p. m., to Wednesdays, 6:15-6:30 p. m., replacing the *Word From The Country* program which moves to Saturdays, 6:15-6:30 p. m.

Peabody Awards for '46 Announced

These Are the Winners

"Operation Big Muddy," program series of WOW Omaha—Outstanding Regional Public Service. (Picture No. 1, Ray Clark, manager)

"Columbia Workshop," presentation of Columbia Broadcasting System—Outstanding Entertainment in Drama. (No. 2, Davidson Taylor, CBS vice president and director of programs)

"Our Town," continuity of WELL Battle Creek, Mich.—Outstanding Public Community Service. (No. 3, D. E. Jayne, general manager)

"Orchestras of the Nation," NBC program—Outstanding Entertainment in Music. (No. 4, Ernest La Prade, supervisor of series)

William L. Shirer and CBS—Outstanding Reporting and Interpretation of News. (No. 5 Mr. Shirer)

"Meet The Press," Mutual Broadcasting System news program—Special Citation of Honor. (No. 6, Fiorella La Guardia, Tex McCrary and Dorothy Thompson on one broadcast)

"Invitation to Music," CBS presentation—Special Citation of Honor. (No. 7, Bernard Herrman, conductor on most of series)

"Suspense," CBS offering. (No. 9, Actress Agnes Moorhead on recent show); and "Henry Morgan Show," ABC feature (No. 8, Mr. Morgan)-Special Citations of Honor.

"The Harbor We Seek," sequence of WSB Atlanta—Special Citation of Honor. (No. 10, Brad Crandall, producer, and Jane Sparks)

John Crosby, New York Herald-Tribune radio columnist—Special award for "his outstanding contributions to broadcasting throughout his writings.'" (No. 11, Mr. Crosby)

"One World or None," Dexter Masters series of WMCA New York—Outstanding Educational Program. (No. 12, Mr. Masters)

"Hiroshima," adaption of John Hersey's account done by ABC and Robert Saudek, director of public service—Special Citation of Honor. (No. 13, Mr. Saudek)

"Books Bring Adventure," to Assn. of Junior Leagues of Americas' adaptations of books dramatized and transcribed—Special citation of honor. (No. 14, Miss Gloria Chandler, radio consultant for Association).

"Radio Edition of the Weekly Press"—Offering of WHCU Ithaca, N. Y. —Special Citation of Honor. (No. 15, Michael Hanna, general manager)

Annual Honors Conferred At New York Session Last Thursday

WILLIAM L. SHIRER, until recently a CBS commentator; WOW Omaha and WELL Battle Creek, Mich., were presented with the major Peabody Awards for 1946 at a luncheon meeting of the New York radio executives club last Thursday.

The awards, among the most respected in radio, were presented to the winners by Edward Weeks, chairman of the Peabody Advisory Board and editor of the *Atlantic Monthly*, who described broadcasting as the "liveliest of the arts" and warned the industry to avoid the "hardening of the arteries" that now besets the U. S. press.

In presenting the awards, Mr. Weeks said that radio was "a young enough art" to take criticism, an ability of which the press can no longer boast. He said that unlike the press, which regards "anyone who has the opportunity to criticize (it) as a public enemy," radio was even offering some self-criticism.

He praised particularly the address by Willam S. Paley, chairman of the CBS board, at the NAB convention last October in Chicago as being an indication of radio's willingness to examine itself critically. "The real enemy of radio," he said, "is not the critic but the

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Drive to 'Sell' Free Economy Planned

AAAA Convention Hears Details of Campaign; BMB Endorsed

AN AMBITIOUS educational campaign to awaken Americans to the need for preserving America's economic system was proposed last week by a joint committee of the American Assn. of Advertising Agencies and the Assn. of National Advertisers.

The AAAA-ANA project will be presented to the U. S. Chamber of Commerce at its annual meeting in Washington April 28-May 1. The program is based on a report from the Chamber's Subcommittee on Advertising of which Leonard W. Trester, Washington, is chairman.

The proposal was presented at the 29th annual convention of the AAAA at the Waldorf-Astoria Hotel, New York, by Jack Smock, vice president of Foote, Cone & Belding, Los Angeles, and chairman of one of two groups that have been studying the problem of improving public understanding of our economy.

An early decision reached by the committees, Mr. Smock reported, was that the American people believe in the present system but "are woefully lacking in a knowledge of the basic principles on which our economy functions."

To correct existing misinformation and to provide wider understanding about America's economy, the committees proposed that three programs, conducted objectively and acceptable to both labor and management, be instituted.

Program 1: The preparation by the joint ANA-AAAA committee of a presentation to be sold to top management on the "importance of instituting a complete, well-planned and permanent program in each plant and plant city."

The objectives of the plant program, Mr. Smock said, would be:

1. To correct the economic misinformation and lack of information that exists in the industrial worker's mind about profit, production, dividends, etc.
2. To restore his pride in his job, his feeling of importance and his sense of belonging to an economic group.
3. To give him a better appreciation of the benefit our American economic system brings him.
4. To give him a better understanding of the fundamental principles on which our economic system operates.

Program 2: The development of a "broad, general, product-type advertising campaign on the American economic system." This would be undertaken as soon as Program 1 was under way.

Mr. Smock said the committees recommended that this campaign "consist of a few cartoon pictures and captions, in relatively small space, and that it be run as frequently as possible." The objective of Program 2 would be to "reawaken the public to the benefits of our system so thoroughly from an emotional standpoint that they would be pretty quick to defend it from attack."

Program 3: The development of "a project that is admittedly the most difficult ever attempted by the advertising business."

The committees contemplated a continuing campaign, utilizing all kinds of media, and presumably depending heavily on radio, limited "only to the amount of time it takes to re-educate this generation of the American people on the principles of our economic system.

Such a program, Mr. Smock said, must be made "absolutely fair and unbiased—one that could be supported by labor unions as well as by business."

Although Program 3 is still "a project of the future" and hence only in the most preliminary stages now, Mr. Smock thought it might be carried out, on a much more ambitious scale, basically as were the wartime campaigns conducted by the War Advertising Council. Mr. Smock visualized the campaign as equal in public service importance to any conducted during the war and said it was not improbable that advertisers and media alike could be encouraged to support it widely.

Chairman of the joint ANA-AAAA committee responsible for preparation of the plan is Howard Chase, director of public relations, General Foods Corp.

BMB Endorsed

A Thursday morning research session of the AAAA adopted unanimously a resolution introduced by Linnea Nelson of J. Walter Thompson Co., New York, urging BMB

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AAAA Board Elects Cornelius Chairman

J. C. CORNELIUS, executive vice president for the west of Batten, Barton, Durstine & Osborn Inc. was elected to succeed Sigurd S. Larmon, president of Young & Rubicam Inc. as chairman of the board of the American Assn. of Advertising Agencies at the association's annual meeting in New York's Waldorf-Astoria on Thursday.

Thomas Darcy Brophy, president of Kenyon, Eckhardt Inc., New York, was elected vice chairman of the association, with the secretary-treasurer post going to Clarence B. Goshorn, president of Benton & Bowles Inc., New York.

Elected as directors-at-large were: Fairfax M. Cone, chairman of the executive committee, Foote, Cone & Belding, Chicago; John P. Cunningham, partner, Newell-Emmett Co., New York; James H. S. Ellis, president, Kudner Agency Inc., New York.

Directors named to represent the AAAA regional councils were: New York council, Harold B. Thomas, vice president of Pedlar & Ryan, Inc., New York; New England council, Joseph T. Coenen, vice president of Alley & Richards, Inc., Boston; Atlantic council, Lee E. Hood, vice president of the Richard A. Foley Advertising Agency Inc., Philadelphia; Central council, A. W. Seiler, president of the Cramer-Krasselt Co., Milwaukee; Pacific council, Warren E. Kraft, vice president of Honig-Cooper Co., Seattle.

Continuing Officers

Continuing in office are Frederic R. Gamble, president, and the following directors: Melvin Brorby, vice president of Needham, Louis and Brorby Inc., Chicago; Henry M. Stevens, vice president of J. Walter Thompson Co., New York; James R. Adams, president of Macmanus, John & Adams Inc., Detroit; Theodore L. Bates, president of Ted Bates Inc., New York; and F. B. Ryan Jr., president of Ruthrauff & Ryan Inc., New York.

House Group Subpoenas Petrillo

AFM Head Is Ordered Before House Labor Committee

JAMES CAESAR PETRILLO will come to grips with the House Labor Committee as soon as the Supreme Court passes on the Lea Act. Committee Chairman Fred A. Hartley Jr. (R-N.J.) signed the subpoena which was served on Mr. Petrillo at his New York office April 14.

Although the subpoena orders the AFM chief to appear before the Committee on April 23, the effective date was continued until "10 a. m. of the first Monday following the decision of the Supreme Court" by agreement between Mr. Hartley and AFM attorney Henry Kaiser.

Earlier Request

The Committee thus bowed to an earlier request from the union boss that his cross-examination be delayed until the high court can rule on the Petrillo law [BROADCASTING, March 10]. At the same time, however, delay gave the House group more time to clear its calendar of the controversial labor bill (H. R. 3020) passed by the lower chamber late last week [BROADCASTING, April 14].

The AFM probe promises to be one of the most thorough ever conducted into the affairs of a labor union. It was learned that the group intends to hold Mr. Petrillo until it can examine "all the officers of the union and all the books."

It will also highlight the Labor Committee's investigation of union racketeering—aimed to supplement hearings which preceded writing of the so-called "Labor Peace Bill."

The Committee had been concerned with reports that Mr. Petrillo was planning a trip out of the country. This was confirmed by AFM counsel Henry Kaiser who told BROADCASTING that the musician's union boss "was planning to go abroad to meet some British musicians." He said he had been unable to get reservations for Mr. Petrillo, and that it was unlikely at this late date that the projected trip could be consummated since the AFM annual convention is scheduled for late spring or early summer.

Supreme Court Test

Supreme Court test of the Lea Act is tentatively set for May 5 or 6. The government's brief, which appeals the decision of a Chicago District Court [BROADCASTING, Dec. 9] dismissing charges against the AFM boss, will be made public this week.

Court ruling is not expected to influence the Congressional hearing. The Labor Committee is interested primarily in determining whether the Petrillo union has interfered with the development of radio or musical culture, and whether it has denied basic rights to its own members.

AFM elections, allegedly so tightly controlled by Mr. Petrillo that membership has no real voice

(*Continued on page 85*)

HOUSE of Representatives defied threatened Presidential veto last Thursday with a rousing 308-107 vote for the Hartley labor bill.

A coalition vote flattened Democratic opposition led by former Speaker Sam Rayburn (D-Tex.). Rep. Emanuel Celler (D-N.Y.) told a crowded chamber that the President will surely veto the measure. Mr. Celler had just returned from the White House.

A milder bill was reported out of the Senate Labor Committee and will be acted upon this week. Differences between the two measures will be ironed out in a conference committee.

The bill was welcomed by industry generally, although observers withheld enthusiasm pending the final conference bill and White House action. Labor was solidly aligned against the measure. AFL president William Green called Chairman Fred A. Hartley of the Labor Committee an "enemy of labor."

Miller Exhorts Stations to Editorialize

NAB Area Meeting Takes Up Labor Problems

BROADCASTERS were urged to take editorial stands, despite the ban laid down in the Mayflower case, by NAB President Justin Miller at the April 14-15 meeting of NAB Area C (Districts 10, 12), held at the Muehlebach Hotel, Kansas City. The FCC has indicated it may hold a hearing on possibility of abandoning the Mayflower doctrine.

The prohibition has held down prestige of stations in their communities, Judge Miller said, recalling many complaints from broadcasters.

Over 220 delegates from the two districts attended the area meeting, largest yet held in the series. Another 50 persons attended unofficially.

Resolutions Adopted

Resolutions were adopted calling for revision of the Mayflower doctrine; opposing 2% cash discount; favoring Standard Time legislation; urging support of BMI and commending appointment of Carl Haverlin as president; praising Judge Miller's leadership and commending the NAB staff; thanking Kansas City stations and groups for convention hospitality; favoring labor relations policies based on local and area negotiations, outlawing of the secondary boycott, relieving industry from jurisdictional disputes, and urging support of labor legislation along these lines; commending appointment of Harold Fair as Director of the Program Dept. and the work done by the Special Standards of Practice and Program Executive Committees; commending BMB for contribution made toward standardizing radio as an advertising medium in the minds of advertisers and agencies.

In an off-the-record discussion of labor relations Richard P. Doherty, NAB Director of Employe-Employer Relations, warned that while pending Federal legislation may correct certain abuses and mitigate industrial strife, it will not be a panacea for broadcasters' troubles.

He suggested that compulsory arbitration, combined with governmental seizure, offers a solution for strikes but warned that this process injects the Government into operations of business. He asked stations to look for new union policies in contract negotiations.

Progress of the long-time task of rewriting the standards of practice held attention of delegates. With two subcommittees at work, the Special Standards of Practice Committee hopes to have recommendations covering some portions of the program and advertising phases in readiness for the NAB Board of Directors meeting May 21-22.

In his opening address President Miller urged broadcasters not to become "emotionally upset" by the considerable amount of current criticism of the industry. "You must examine every criticism first to see wherein the merit lies," he said, "then take corrective steps.

"This criticism is in one respect a demonstration of the effectiveness of the radio medium, the extent to which it today enters the home. Remember that many of these critics have selfish motives. Some have a particular interest which they feel is neglected. And some critics are those who do not believe in our present ideals of government, those who would favor government operation of radio."

"I have contended throughout that the Mayflower case ruling violates the First Amendment of the Constitution and the Federal Communications Act. Obviously, not all broadcasters could or should express editorial opinions, but surely there are many capable men to perform the same public service that the newspapers do," he said.

Time Bill Favored

Support for HR-2740, a bill amending the Standard Time Act to require that all businesses in interstate commerce use standard time, was urged at the Monday afternoon session by A. D. Willard Jr., NAB executive vice president. He said the bill has ICC approval.

Kenneth H. Baker, NAB Director of Research, called for cooperation, particularly from smaller stations, in processing NAB questionnaires. He demonstrated slides which diagram the NORC findings.

Frank Pellegrin, NAB Director of Broadcast Advertising, introduced audience measurement charts prepared from a report of a Sales Managers' subcommittee at the 1946 NAB convention. Carter Ringlep, general sales manager of KMOX, St. Louis, presided during this presentation.

Cooperation of broadcasters and BMI executives has made it possible for BMI to meet with ASCAP "on terms of equality, as it should be," Carl Haverlin, new BMI president, declared. "We also have an obligation to hundreds of publishers and thousands of composers who are dependent on this industry," he said, "but we want to hear from the broadcasters about their new ideas in music."

A report on the first BMB survey, including methods, costs, materials published and results was illustrated with color slides by Hugh Feltis, BMB president. His report showed about $93,000 in funds remaining as of March 31, of the $1,400,000 subscribed.

Continuation of the BMB was urged by John McLean, advertisng manager for Hall Brothers, national greeting card concern, who represented ANA, and William B.

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KANSAS CITY managers, hosts to NAB Area C at Muehlebach Hotel, were (l to r): Arthur B. Church, KMBC; Dean Fitzer, WDAF; E. K. Hartenbower, KCMO; Ellis Atteberry, KCKN; Don Davis, WHB.

NAB UPPER LEVEL at Kansas City meeting included (l to r): William B. Way, KVOO Tulsa, 12th District director; Justin Miller, NAB president; John J. Gillin Jr., WOW Omaha, 10th District director.

Net Income of CBS for First Quarter Is $1,498,151; Earnings Equal 87c a Share

NET INCOME of $1,498,151 for the first three months of 1947 was reported last week by CBS. In the corresponding period last year the income was $1,462,229.

Gross income from sale of facilities, talent, lines and records was $26,334,922 in the 1947 period ending March 29, compared with $23,276,004 in corresponding period in 1946.

Operating expenses for the first quarter came to $13,024,241, an increase of more than $2,000,000 over the 1946 figure of $10,797,073. Selling, general and administrative expenses were $3,906,287 compared with $3,072,591 for 1946.

Set aside for federal income taxes in 1947 was $927,400 compared with $906,000 for the corresponding period last year.

Earnings per share for the first quarter of 1947 were 87c compared with 85c last year. Of the net income, $934,595 or 54c per share was realized from broadcasting operations and $563,556 or 33c per share from record manufacturing operations. These net income figures compare with $1,214,075 or 71c per share from broadcasting operations and $248,154 or 14c per share from record manufacturing operations during the 1946 period.

Earnings per share were calculated upon the 1,717,352 shares of $250 par value stock outstanding as of March 29, 1947.

Time discount and agency commissions, record returns, allowances and discounts showed a decrease this year from $6,928,434 in 1946 to $6,805,520 in 1947.

Uniform Time Bill Pushed in Congress

Author Expresses Added Optimism Over Measure's Chances

UNIFORM TIME legislation gained support in Congress last week as Rep. Joseph P. O'Hara (R-Minn.) sought early action on his bill (H. R. 2740) to provide standard time for all commerce.

Although Mr. O'Hara told BROADCASTING "only a mircle" would permit the bill to become law before daylight saving time starts going into effect on April 27, he was optimistic over prospects for a favorable hearing before the Interstate & Foreign Commerce Committee.

He declared his proposal would not interfere with urban communities which desire daylight saving for their working schedules, emphasizing that it applies only to "commerce," the regulation of time for radio stations, transportation, etc.

He said if the bill cannot take effect this year it might be amended to be effective next April 1. He asserted that interest in the proposal was mounting, and that one network official had indicated network support.

There has been some misunderstanding, he continued, of what the bill would accomplish. He pointed out that it would continue in force throughout the year the standard time of each time zone. Determination of working hours would be left to each community.

FCC Handles Its Hottest FM-TV Case

Free Speech Fight Won By N. Y. Daily News In Grants

(See story page 86 for N. Y. TV construction plans)

FCC HANDED DOWN its proposed decisions in the New York area television and FM cases last week, disclosing simultaneously that "a majority" rejected American Jewish Congress' bid to have the New York *Daily News* disqualified on grounds of racial bias in its newspaper columns.

The majority apparently rejected, also, the announced contentions of Comr. Clifford J. Durr that AJC evidence was "entitled to weight" and should be considered adversely to the *News* "in a competitive proceeding of this kind."

But the precise shades of Commission thinking on the question—one which observers have felt might lead to a broad policy declaration on whether newspaper content will or will not be considered in determining a newspaper's qualifications as a licensee—were withheld for disclosure in "separate opinions" to be issued "shortly."

Majority Action

The separate opinions, FCC said, will deal with the majority's action granting the motion filed by the *News* to strike AJC evidence from the record. Whether they will be concerned primarily with the merits of the particular charges in this case or will use the particular charges as a basis for a broader statement of policy was not indicated.

The *News* contended AJC's evidence not only was "unauthenticated, irresponsible and untruthful," but posed the "far more important" question of whether FCC believes it has power "to approve or disapprove the published opinions and statements of fact of applicants for broadcast licenses, and, in the case of disapproval, to deny applications."

In picking through the 17 FM applicants and proposing to grant five and deny the 12 others (only five channels are now available, 11 having been assigned previously and four being reserved), FCC employed considerations of "fair distribution" of radio service between geographic areas; extent of commercial programming; plans for emphasis on particular types of programming; seeming financial and other limitations; AM performance; FM promotion plans; and in one instance effects on competition between two newspaper applicants.

The decision anticipated grants to one New York independent station, one network, one labor group, one New Jersey AM station, and one newspaper. They are (frequencies to be assigned later):

WMCA Inc. (WMCA, independent)—10 kw effective radiated power, antenna height 650 feet above average terrain.

ABC (WJZ)—6.5 kw; 760 feet.

Unity Broadcasting Corp. of New York (controlled by International Ladies Garment Workers Union, AFL)—5 kw; 815 feet.

North Jersey Broadcasting Co. (WPAT Paterson, N. J.)—8 kw; 710 feet.

News Syndicate Co. (Daily News)—17 kw; 530 feet.

[Comr. E. K. Jett favored a grant to WLIB Inc. (WLIB and New York Post) instead of Unity, but concurred in other proposals. Chairman Charles R. Denny concurred in proposed grants to WMCA, ABC, and WPAT but felt an additional channel should be assigned at Newark and that the fifth should go to WLIB. Comr. C. J. Durr favored a grant to Amalgamated Broadcasting System (Amalgamated Clothing Workers of America, CIO) instead of News Syndicate, concurring in other proposals. Comrs. Rosel H. Hyde and Ray C. Wakefield concurred in all five proposed grants. Comrs. Paul A. Walker and E. M. Webster did not participate.]

Distribution of Service

Choices in the television cases were based primarily on fair geographic distribution of service and prospects for "prompt" establishment of television operations. The proposed grants went to ABC, Channel 7; Bamberger Broadcasting Service (WOR), Channel 9; News Syndicate, Channel 11, and Bremer Broadcasting Corp. (WAAT Newark), Channel 13. If made final, the grants will fill all seven video channels presently allocated to the New York area since WCBS-TV, WNBT, and WABD are already in operation there.

A proposed denial went to Debs Memorial Radio Fund (WEVD), the lone remaining applicant (WLIB had applied, but withdrew after the hearing). Commissioner Durr contended the evidence presented by AJC against News Syndicate in the FM case should be considered in the television proceeding, as AJC requested, and therefore favored a grant to WEVD.

In deciding the television case, FCC concluded that at least one channel should be used in New Jersey. This went to WAAT, the only New Jersey applicant, and left four New York applicants for three channels. WOR, ABC and the *News* were preferred over WEVD largely because they "have resources which, in our opinion, will better enable them to establish a prompt and satisfactory television service for the entire New York metropolitan area . . ." It was also noted that ABC and Bamberger have experimented extensively in television.

A longer process of elimination was necessary in the FM case. The Commission first decided that one channel should go to New Jersey, and that Paterson, which has no Class B station, was more deserving than Newark, which has one. WPAT, the only Paterson applicant, received the proposed grant over North Jersey Radio (WBYN Newark) and Radio Projects, the Newark applicants.

Other Applications

FCC next concluded that "the proposals of some of the applicants are less calculated to serve the public interest than are others":

(1) WBNX New York and WEVD because they devote considerable time to foreign language programs which are sold through "time brokers" and carry "an inordinately large number of commercial spot announcements," and, in the case of WBNX, because 96.9% of its evening time is commercial and its afternoon programs are interspersed with horse-race information;

(2) Peoples Radio Foundation, Radio Corp. of the Board of Missions and Church Extension of the Methodist Church, and, "to a lesser extent," NMU Broadcasting Co., because they plan to "emphasize particular subject matters of interest to certain groups" (Peoples Radio, organized by persons "who believe that labor in the New York area does not receive fair treatment from existing radio stations," and NMU, owned by National Maritime Union, CIO, would emphasize labor issues, while the Board of Missions would direct its programming primarily toward Protestants);

(3) Bernard Fein and Frequency Broadcasting Corp., because of comparative "limitations" on initial operations (Mr. Fein, it was noted, proposed to operate at first with a four-man staff and a monthly operating budget of $1,520, while Frequency Broadcasting planned to operate with nine persons).

Of the seven remaining applicants, FCC proposed grants to ABC because of the network's "outstanding programs in the past" and the desirability of all four major networks' having New York FM outlets (the three others already have stations); and to WMCA because of the "high order of [its] public service" and the civic activities of its chief owner, Nathan Straus, and his wife.

Five applicants then remained. FCC noted that two were controlled by labor unions, two by newspapers, and one by local businessmen.

Community Interests

The Commission pointed out that the union applicants, Amalgamated and Unity, are controlled by organizations with large memberships closely associated with many phases of community life, and that both plan to operate as "community" rather than "labor" stations; FCC preferred either of them to Metropolitan Broadcasting Co., the applicant controlled by businessmen.

Between Amalgamated and Unity, the latter was preferred primarily because of (1) its FM promotion plans, including arrangements to secure $700,000 worth of FM receivers for re-sale to its members without profit, and (2) its plans to offer up to 51% of capital stock to other local unions and other labor, civic and community organizations.

FCC also preferred either of the newspaper applicants, WLIB Inc. (*Post*) and the *News*, to Metropolitan Broadcasting. In choosing the *News* over WLIB, the Commission pointed out that the latter already has a radio outlet while the *News* does not, and that a grant to WLIB "will preclude radio competition at this time" between *Post* and *News*, whereas a grant to the *News* "will promote such competition." FCC recognized that it was also proposing a television grant to the *News* but felt that "such a station will not sufficiently meet the interests of competition which we have stressed above."

TELEVISION proposed grants for the New York area went to: Bamberger Broadcasting Service (WOR New York); Bremer Broadcasting Corp. (WAAT Newark, N. J.); ABC (WJZ New York); News Syndicate Co. (New York Daily News).

FM proposed grants went to: News Syndicate Co.; WMCA Inc., (WMCA New York); ABC; Unity Broadcasting Corp. of N. Y.; North Jersey Broadcasting Co. (WPAT Paterson, N. J.).

FCC Seeking AM Data on Cost Of Building, Revenue, Expense

A NEW FORM for broadcasters to fill out—a questionnaire on construction costs, revenues, and expenses of postwar AM stations—was mailed out by FCC last week to each AM outlet authorized since Oct. 8, 1945.

The form asks for call letters and average number of operating hours per week; in the case of stations already on the air, for month-by-month statement of total broadcast revenues (gross time sales less commissions, etc., plus other broadcast revenues), expenses, and income or loss; a breakdown of pre-operation expenses for technical equipment, land, buildings, and "all other expenses prior to going on the air," and an additional breakdown showing estimated additional costs, if any, in each of these categories.

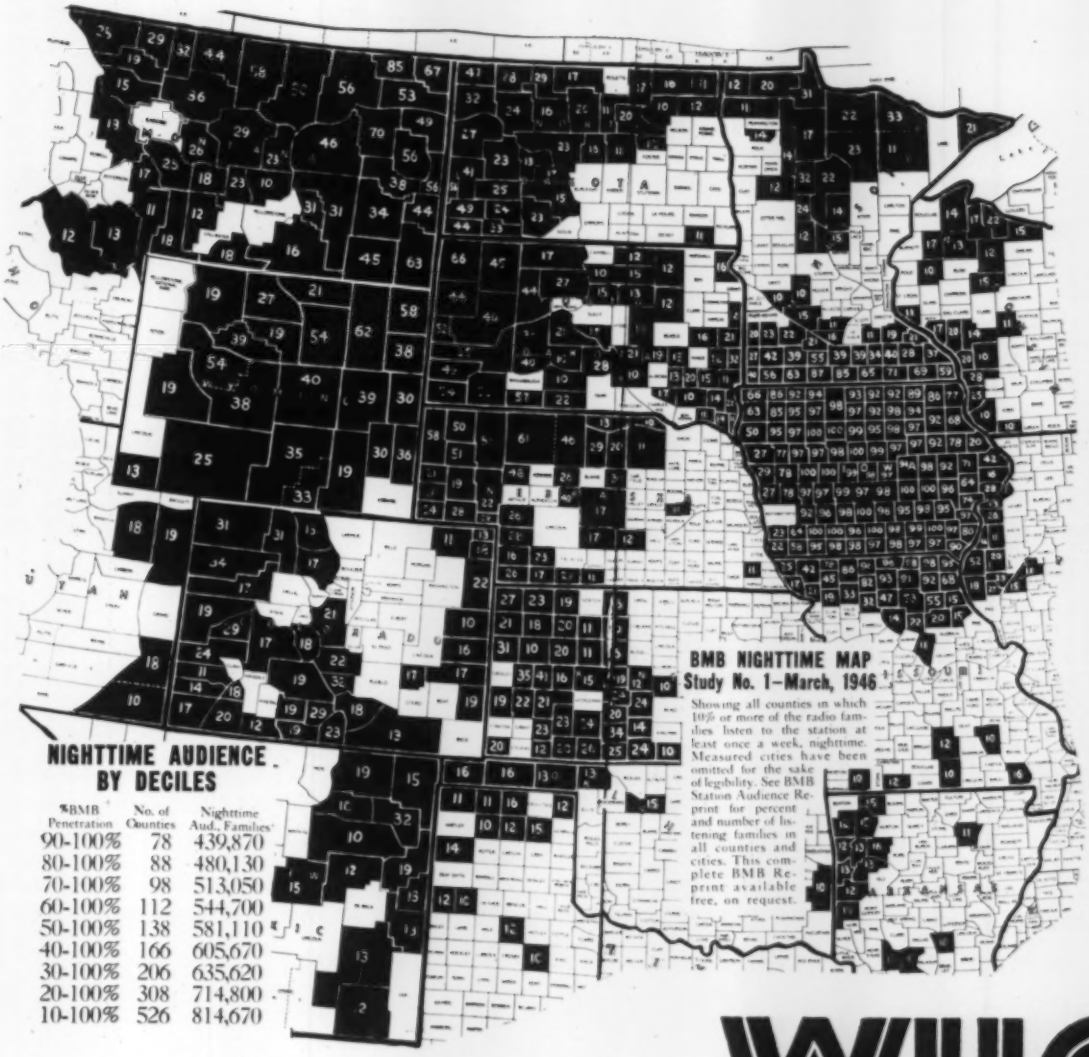
The Commission attributed the new questionnaire to requests which it said it is "continually receiving . . . for information concerning the construction costs, revenues and expenses of AM stations constructed since the end of the war."

FCC asked that the schedules be returned by April 30, but provided that "if you have already supplied this information to the Commission and it would be burdensome to repeat it here, please so indicate." It said the overall results, but not individual station data, will be made public.

Licensees and permittees were asked to supply construction and equipment costs or estimates "regardless of the present status of your construction." FM construction, equipment, and operation data, FCC said, should be excluded "insofar as it is possible to do so."

THIS IS WHO's NIGHTTIME BMB STATION AUDIENCE MAP

18 States Show 10%-100% Audience In 526 Counties



BMB NIGHTTIME MAP
Study No. 1—March, 1946

Showing all counties in which 10% or more of the radio families listen to the station at least once a week, nighttime. Measured cities have been omitted for the sake of legibilty. See BMB Station Audience Reprint for percent and number of listening families in all counties and cities. This complete BMB Reprint available free, on request.

NIGHTTIME AUDIENCE BY DECILES

%BMB Penetration	No. of Counties	Nighttime Aud., Families
90-100%	78	439,870
80-100%	88	480,130
70-100%	98	513,050
60-100%	112	544,700
50-100%	138	581,110
40-100%	166	605,670
30-100%	206	635,620
20-100%	308	714,800
10-100%	526	814,670

WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS

B. J. Palmer, President ● J. O. Maland, Manager
Free & Peters, Inc., National Representatives

Schmid Succeeding Haverlin at Mutual

Named Vice President in Charge Of Station Relations

ROBERT A. SCHMID, former MBS vice president in charge of advertising, promotion and research, last week was appointed vice president in charge of station relations for the network, succeeding Carl Haverlin who resigned two weeks ago to become president of BMI.

Mr. Schmid

E. P. H. (Jimmy) James, MBS manager of sales operations since September, 1945, will assume responsibility for advertising, promotion and research and Alma Graef, former assistant manager of sales operations at MBS, has been appointed sales service manager, and will be in complete supervision of the network's sales service, contract and estimate functions, reporting directly to Jess Barnes, MBS vice president in charge of sales.

Charles Godwin, MBS manager of station relations since November 1943, will continue in the same position.

Mr. Schmid, who has been vice president in charge of advertising for the past two years, joined the Mutual promotion department in 1936, following previous associations with Young & Rubicam, New York, and CBS.

Mr. James

Mr. James began his radio career in 1927 as sales promotion manager of NBC. He is co-author of *The Technique of Market Research* and was a founder-member of the American Marketing Society, now the American Marketing Assn. Mr. James recently was named to the BMB board of directors.

Miss Graef joined MBS in November, 1943, and prior to that was secretary to the general manager of WOR New York and commercial traffic and contract manager of the station.

RDG-NBC Agree

RADIO Directors Guild has reached agreement with NBC on its contract, with a specific draft to be offered by end of April. It was reported that the contract will resemble one being completed with CBS, calling for a $90 weekly minimum.

Fifteen More Stations Granted Including Nine Daytime Outlets

SIX FULLTIME local standard stations and nine daytime AM outlets were authorized last week by FCC. Of the latter, four grants involved local assignment while five are for 1 kw operation. The decisions were given by a board composed of Chairman Charles R. Denny and Comrs. Ray C. Wakefield and Ewell K. Jett.

One of the grants, for Sherman, Tex., went to a company including a minority stockholder (Joel Carroll, 29%) who served about six years of a 25-year prison sentence on an armed robbery charge. The records show that Mr. Carroll, who for the past five years has been engaged in the real estate business and general trading in building supplies, cattle and feed at Athens, Tex., was sentenced in March 1932, later was paroled, and on May 31, 1945 received a full pardon and restoration of citizenship including competency to testify in court and full rights of suffrage. He is one of three stockholders of Denison Broadcast Corp., which received a grant.

The grants.

Lake Worth, Fla.—Lake Worth Broadcasting Corp., 1490 kc, 250 w, unlimited. Principals: James K. Edmundson, attorney, partner Raleigh Transit Co., Beckley, W. Va., president and 40% owner; his wife, Charlotte Edmundson, vice president 10%; Frank K. Knutti, former manager WWNR Beckley, secretary-treasurer 40%; his wife, Elaine Knutti, director 10%. Granted April 17.

Ladysmith, Wis.—O. J. Falge, 1340 kc, 100 w, unlimited. Mr. Falge is attorney, former city and district attorney and county judge. Granted April 17.

Charleroi, Pa.—Monongahela Valley Broadcasting Corp., 940 kc, 250 w, daytime. Principals: A. S. Sickman, president and owner 49 shares of 600 authorized and issued; Thomas S. Libin, vice president, 49 shares; Lionell L. Clark, treasurer, 98 shares; H. Russell Stahlman, secretary; James M. Hammond. Granted April 17.

Missoula, Mont. — Missoula Radio Assn., 1400 kc, 250 w, unlimited. Principals: Robert B. Cummins, minority stockholder KGCU Mandan, N. D.; retail clothing store and other business interests, president and 44.64%; Oakley E. Coffee wholesale-retail druggist, vice president, 16.07%; Harold H. Hunt, stockholder Missoula Mercantile Co., secretary 8.93%; Walter L. Pope, attorney, treasurer 12.5%; N. B. Matthews, druggist, director 17.86%. Granted April 17.

McCook, Neb.—The McCook Broadcasting Co., 1450 kc, 250 w, unlimited. Co-partnership: William J. Cox, employee Wrenn Paper Co., Middletown, Ohio; Leroy W. Lenwell, hosiery firm electrician; Edward Cooper, Army veteran; Arthur V. Henri, assistant production manager Coated Textile Mills, producer artificial leather. Granted April 17.

Arkadelphia, Ark. — Arkadelphia Broadcasting Co., 1240 kc, 250 w, unlimited. Cecil W. Cupp, theatre group owner and president Arkadelphia Airport, sole owner. Granted April 17.

Blythe, Calif.—Broadcasting Corp. of America, 1450 kc, 250 w, unlimited. Licensee: KROP Brawley and KREO Indio Calif. Permittee: KPOR (FM) and KARO (TV) Riverside.

Cobleskill, N. Y.—Schoharie County Community Broadcasting Corp. Principals: Sharon J. Mauhs, attorney, cattle breeder, president and 41.65% owner; Morgan S. Myers, cattle breeder; F. Walter Bliss, former New York State Supreme Court Justice; James L. Gage, district attorney, vice president; Stanley B. Crouse, secretary-treasurer; Francis L. Smith, attorney; Rev. Walter Kessler, Methodist-Episcopal minister; Grover C. Guernsey, cattle breeder. All but Mr. Mauhs own 8.33% each. Granted April 17.

Miami, Fla.—Florida East Coast Broadcasting Co., 1220 kc, 250 w, daytime. Principals: Cyril M. Brennan, dairy farm owner, president and 30% owner; William E. Benns Jr., consulting radio engineer, vice president 25%; Mrs. Maria W. Skinner, real estate, 45%. Granted April 17.

Belle Glade, Fla.—Seminole Broadcasting Co., 900 kc, 1 kw, daytime. Principals: J. Tom Watson Jr., former commercial and assistant manager of WIRA Fort Pierce, Fla., president; Samuel L. editor and publisher weekly Valley Journal, Millvale, Pa., director and 210 shares. Remaining stock divided among five others. All are local businessmen. Granted April 17.

(*Continued on page 84*)

Joscelyn Resigning As WCCO Manager

CBS Minneapolis Head Intends To Leave Radio Field

A. E. JOSCELYN, general manager of CBS-owned and operated WCCO Minneapolis since 1942, last week announced his resignation effective May 1. Mr. Joscelyn will become vice president in charge of sales for the Northwest Linseed Co.

Mr. Joscelyn

His resignation ends 10 years of service with CBS and 14 years in the radio industry. Mr. Joscelyn started his career as an advertising salesman in the New York office of the *Chicago Tribune*. Later he sold space for *The New York Times* and the *New York American*.

Former Connections

In 1934 he became the first New York salesman for Free & Peters. He left that firm in 1938 to join the radio sales department of CBS. Within two months Mr. Joscelyn was eastern manager for CBS radio sales. In 1940 he was transferred to Charlotte, N. C. as manager of WBT, then owned by CBS, where he remained until taking over at WCCO.

Mr. Joscelyn will continue to live in Minneapolis, where he is active in civic affairs. He was director of the Minneapolis Office of Civilian Defense from 1943 until the war ended and has served on various committees of the Chamber of Commerce, Better Business Bureau, YMCA, 4-H Clubs and similar groups.

No successor has been announced for WCCO.

FCC Requires Separate Applications For FM or TV Antenna on AM Tower

FCC EMPHASIZED last week that separate applications for changes in an AM antenna must be filed when a proposal involves mounting an FM or television antenna on the standard broadcast tower.

Informal applications separate from the video and FM applications usually will be sufficient, the Commission said, although a formal application may be requested "in some cases where a substantial change of structure of a directional antenna system is involved."

FCC said numerous applications are on file which involve, but do not indicate, combined AM-FM construction, and that some contain contradictory data. Applicants were asked to check their applications now on file to make sure that all are in agreement where combined construction is involved.

The Commission suggested that the same drawing of the antenna be used in applications for all three services, if AM or television antennas are to be placed on the AM tower.

Text of the FCC statement:

There is a growing amount of confusion among applicants for broadcast facilities which involve the use of standard broadcast antennas as supporting structures for FM and television antennas.

Commission rules governing FM and television broadcast stations require applicants to submit separate applications for a change of the standard broadcast antenna when a proposal involves placing an FM or television antenna on a standard broadcast tower. Generally, informal applications should be submitted entirely separate from the FM and television applications. In some cases where a substantial change of structure of a directional antenna system is involved, a formal application may be requested and required.

There are numerous applications on file involving combined AM and FM construction not apparent from either application. Some of these contain contradictory data with respect to the location of the tower, geographical coordinates, height and physical configuration. Applicants are asked to inspect all applications now on file for different classes of broadcast stations so as to ascertain that all are in agreement where combined construction is involved. As a suggestion: USE THE SAME DRAWING OF THE ANTENNA IN APPLICATIONS FOR ALL THREE SERVICES, including dimensions and geographical coordinates.

The radiating system of the standard broadcast station includes all high frequency antennas supported thereby and their associated coupling equipment and should be included in the description and schematics of the standard broadcast construction permit, license, and antenna resistance measurement applications. THE OVERALL HEIGHT INCLUDES HIGH FREQUENCY ANTENNA AND BEACONS.

When a change in standard broadcast antenna is made due to the installation of an FM or television antenna, a request for the changes should be submitted on behalf of the standard broadcast station and authority can be granted to determine power by the indirect method and to operate with a temporary antenna where required. When erecting an FM antenna on an element of a directional antenna system, information should be furnished showing procedure to be used to eliminate the possibility of distorting the directional pattern and to insure protection to other stations.

Applications for license for any of the classes of broadcast stations should indicate provisions for other services on the same tower and should include data to show that there is no objectionable interaction between the several services.

After making changes in standard broadcast antenna systems, new antenna resistance measurements should be made and submitted on Form 306. Resistance should be measured with all high frequency adjuncts attached and connected in the normal operating condition.

Peaceful

Peace is wonderful in the country. That picture proves it. But as long as you're in the business of buying radio time, you've got to stay in there and plough and prune and put on the bug powder.

Smart time buyers are never serene about their time buys.

And we're glad. Because year after year, W-I-T-H continuous to deliver more listeners-per-dollar-spent than any other station in town.

You'll recall, too, that Baltimore is the 6th largest city in the States . . . this is a 5-station network town.

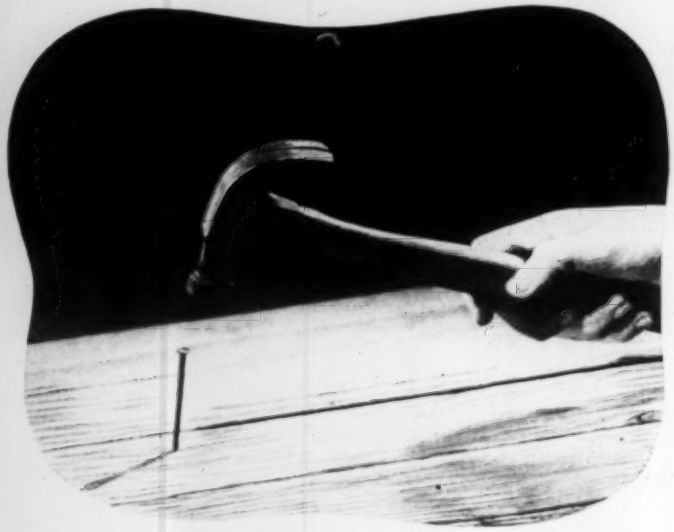
No wonder W-I-T-H is considered one of the most successful independent operations in the country. Do you use W-I-T-H?

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed



how to use a hammer

Basically, the idea is to drive the nail home with as few strokes as possible. And, just as basically, the idea is the same in advertising — to drive the sale home with as few dollars as possible.

To achieve this purpose in Memphis and the Mid-South, your best buy is WMC, the NBC station for the rich Mid-South market—America's twentieth wholesale center.

—the station with the billion dollar market area

WMC

★ MEMPHIS • NBC • 5000 WATTS

DAY AND NIGHT

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVES, THE BRANHAM CO.

MEMPHIS' DOMINANT RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"

MEETING to formulate national research policies and to plan new agency research projects, four key research men of Foote, Cone & Belding gather in Chicago in first of series of semi-annual conferences. Standing (l to r): Gordon Buck, Chicago; Sherwood Dodge, New York, and Charles Melvin, Los Angeles. Seated is Harold Webber, vice president and national director of media and research.

HIGHER BAND CHANGES ARE PROPOSED BY FCC

PROPOSED CHANGES in frequency service allocations affecting broadcasting, a result of plans to make additional frequencies available for industrial heating and medical diathermy were announced by FCC last week.

Bands affected include:

(1) The 470-890 mc band would be allocated for broadcasting; 470-475 mc for facsimile; 475-500 mc for facsimile, developmental broadcasting and television, and 500-890 mc for television. (The upper limit heretofore has been 920 mc. It was the 480-920 mc band which CBS sought unsuccessfully to have allocated for commercial instead of experimental television.)

(2) The 890-940 mc band would be used by broadcasting and fixed services, subject to whatever interference developed from operation of industrial, scientific, and medical devices on 915 mc.

(3) The 940-960 mc band would be used by fixed services: 940-952 mc by FM studio-transmitter links, and 952-960 mc by fixed circuits except common carrier and television STL.

FCC said facsimile assignments could be made progressively upward from 475 mc in any area where the 470-475 mc band is fully utilized. Similarly, television assignments might be made between 475-500 mc wherever no assignments are available between 580 and 920 mc. FM STL assignments might be made between 890 and 940 mc wherever there is sufficient space in the 940-952 mc band. Oral argument will be held on the proposals if sufficient opposition is filed by April 30.

NATIONAL Highway Users, Washington, has contracted with Leo J. Paulin & Associates Inc., Washington, for a series of 15-minute transcriptions.

KCNA MAKES BOW

Air-Expressed Transmitter Saves Day in Tucson

SMOOTH one-two play by KCNA Tucson and RCA Victor enabled the new Arizona station to go on the air on schedule April 10 after its transmitter had been air-expressed from Camden, N. J.—reportedly the first time in the history of radio this has been done.

The transmitter was installed atop the KCNA tower 24 hours after it left the RCA plant in Camden. Wayne Sanders, KCNA manager, estimated that more than two weeks of broadcast time was saved by the air shipment.

To make sure that its debut would be syllable-perfect, the KCNA staff had a full week of "dry runs"— rehearsing the entire production schedule for each day's broadcasting, from 7 a.m. to 11 p.m. According to Mr. Sanders it was well worth the extra effort, judging from enthusiastic letters received after their first broadcasts.

Asks KAKC Sale

SALE of 25% interest in KAKC and KAKC-FM Tulsa, Okla., for $17,500 by Ethel B. (24%) and Robert W. Kellough (1%) to Sam E. Avey, president and now 50% owner, is sought in an application tendered for filing at FCC. Glenn Condon, vice president, holds other 25%.

SPECIAL performances by such stars as Jack Benny, Edgar Bergen, George Burns and Gracie Allen, Amos 'n' Andy and many others will be available to the public on phonograph records in the near future when Audience Records, New York, will present its first series of comedy albums. Radio stations and juke boxes will not be permitted to play these records.

Kentucky leads the nation in AGRICULTURAL GAINS

Men like these helped

KENTUCKIANA LEAD THE NATION

in agricultural gains

CLARK DELLINGER
Jeffersonville, Indiana
"WORLD CHAMPION FARMER"

This Clark county, Indiana farmer bought a cow on credit in 1918 to start his farm career. Since then he has set 20 State and World records with his Holstein-Friesian dairy cattle. As a "side-line" Clark Dellinger grows corn. In 1939 he equalled the existing state and national records of 180 bushels of corn to the acre. In 1946 he averaged 145.5 bushels per acre on four out of the five farms he operates. On the fifth farm he topped 100 bushels to the acre on marginal land that formerly produced a top of 15 bushels.

H. C. BESUDEN
Winchester, Kentucky
"CHAMPION SHEEP RAISER"

Twenty years ago H. C. Besuden was star center on the University of Kentucky basketball team. Sixteen years ago he inherited his farm from his father and set about to improve the productivity of the land. Today every crop is a winning one. He raises tobacco and beef cattle and is a specialist in sheep production. In 1946 he won the International Livestock Exposition's Award for the grand champion carload of lambs. Agricultural Agent Eugene Culton rates him as one of the nation's outstanding sheep breeders.

PAUL SMART
Versailles, Kentucky
"STAR FARMER"

Six years ago this young Kentuckian had six lambs and a tobacco patch on a farm rented by his father. Today he is in partnership with his father and boasts 20 beef cattle, 70 sheep and acreages in tobacco, corn, soy beans and lespedeza. What's more, in 1946 he became the second Kentuckian to receive the Star Farmer Award, conferred upon him by the Future Farmers of America. He was one of four young men out of a national membership of 55,000 to receive the award.

IN 1946 KENTUCKY'S FARM PRODUCTION LED THE NATION *(base period 1935-44.)*

AND REMEMBER—Kentucky, the nation's 18th agricultural state, and Southern Indiana, with a farm income of $85 million, *look to Louisville.*

WRITE FOR FREE BOOKLET ON KENTUCKIANA'S AGRICULTURAL GROWTH

Address request to Radio Station WHAS, Louisville 2, Kentucky

LOOK TO LOUISVILLE

Radio Station WHAS

The ONLY radio station serving ALL of KENTUCKIANA

Represented nationally by Edward Petry & Co., Inc.

Television Caravan Will Tour Country

Allied Stores Sponsoring Project With RCA's Cooperation

IN MID-MAY a "Television Caravan" organized by Allied Stores Corp. with the cooperation of RCA will set out on a five-month coast-to-coast tour. Traveling in six specially built General Motors cars, which will transport approximately $100,000 worth of video equipment as well as the tour's personnel, the caravan will visit 22 cities as divergently located as Boston, Tampa, San Antonio and Seattle, affording most of them their first look at television.

"This caravan primarily has been created to bring television to millions of people in the United States who have heard and read lots about television but who have never seen it," Russell A. Brown, Allied vice president, said last week.

The tour also will achieve two other purposes of almost equal importance from the viewpoint of its sponsors. First, it will give to the 22 Allied stores which will provide the caravan headquarters in each city an opportunity to observe at first hand the benefits of and the problems in connection with displaying and demonstrating television. Second, it will give to the seven national advertisers cooperating in the demonstrations a thorough laboratory course in the presentation of television material, especially commercials, of the product demonstration type.

In a typical city the caravan will spend a week in an Allied store, putting on an average of 14 one-hour video shows. In addition to the displays of the cooperating national manufacturers—Westinghouse Electric Corp., Hickok Mfg. Co., B.V.D. Corp., Hoover Co., B. F. Goodrich Co., Sherwin-Williams Co., United States Rubber Co.—three national magazines, *Charm*, *Pic* and *House Beautiful*, are participating in the tour. *Charm* will present a fashion show which will be changed each month to correspond to the new styles as shown in the then current issue of the magazine. *Pic* will demonstrate men's fashions, such as how to tie a necktie properly. *House Beautiful* will tie in with displays of home furnishings and housewares.

The caravan personnel will be headed by Samuel H. Cuff, former general manager of WABD, the Du Mont television station in New York. Louis A. Sposa, another WABD alumnus, will serve as production manager. Bernard Brink, whose television experience goes back to 1939 and includes service with RCA, CBS and Du Mont, will be chief video engineer in charge.

Two cameras, a motion picture projector and a dozen or more receivers stationed at strategic spots throughout the store, in the store windows and in simulated living room settings will be included in the equipment. Iconoscope cameras will be used. The pickups will be made from small, brightly lighted demonstration areas. The receivers will be the new RCA table models, with 10-inch direct viewing tubes.

Accompanies Caravan

Walter R. Dennis, radio and television director of Allied Stores Corp. and former NAB public relations head, will travel part of the way with the caravan and will maintain constant touch with it and the stores it visits.

"The caravan differs from all previous television demonstrations in several respects," Mr. Brown stated, "principally, however, in that we are going to reproduce as faithfully as possible actual studio conditions. In addition to the live televising of the product demonstrations and local people who visit the store, we will show films prepared for television purposes of sport and other events just as people would view them in their homes on television sets."

Itinerary of the caravan is: Pomeroy's, Reading, Pa., May 20-24; Laubach's Easton, Pa., May 27-29; Gertz, Jamaica, Long Island, June 3-7; Jordan Marsh, Boston, June 10-14; Dey Bros., Syracuse, June 18-21; Quackenbush, Paterson, N. J., June 25-28; Pomeroy's, Harrisburg, Pa., July 1-3; Herpolsheimers, Grand Rapids, Mich., July 8-12; Morehouse Martens, Columbus, Ohio, July 16-19; Rollman's, Cincinnati, July 22-24; Maas Bros., Tampa, July 31-Aug. 2; Mullers, Lake Charles, La., Aug. 7-9; Joske's, San Antonio, Aug. 13-16; Titche-Goettinger, Dallas, Aug. 19-22; Black's, Waterloo, Iowa, Aug. 28-30; The Golden Rule, St. Paul, Sept. 2-5; C. C. Anderson, Boise, Sept. 11-13; The Bon Marche, Seattle, Sept. 17-20; Anderson's, Spokane Sept. 23-26; The Paris, Great Falls, Mont., Sept. 29-Oct. 1; Donaldson's, Minneapolis, Oct. 8-11; Polsky's, Akron, Oct. 15-18.

Henle Willed $300

RAY HENLE, WOL Washington newscaster, was richer by $300 last week but saddened by the loss of a friend he had never seen. He began to correspond three years ago with Miss Lydia G. Wentworth of Brookline, Mass., after she wrote him a fan letter. The correspondence flourished until last week, when Mr. Henle got a letter from Miss Wentworth's companion saying she had just died at 88. Enclosed was the notice of a $300 bequest "to my friend, Ray Henle."

Oh, I say, Sir Walter, How's the penetration down WPTF way?

Very good, Mr. BMB. Here are your figures. No wonder time-buyers say North Carolina is the South's Number One State, and WPTF is North Carolina's Number One Salesman.

WPTF CIRCULATION

BMB STATION AUDIENCE:
457,840 FAMILIES

% BMB Penetration	No. of Counties	Day-time Audience Families
90-100%	31	180,280
80-100%	51	288,830
70-100%	60	303,080
60-100%	66	319,030
50-100%	78	368,510
40-100%	89	398,030
30-100%	96	411,850
20-100%	130	442,390
10-100%	147	457,840

Station Audience Reprint containing complete BMB audience information by counties and measured cities available upon request.

WPTF 680 KC 50,000 WATTS NBC AFFILIATE
Raleigh, North Carolina
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

THANK YOU!

First, to the Advisory Board for the George Foster Peabody Awards:

Your recognition of WOW's "Operation Big Muddy" broadcasts and film as "outstanding public service" (regional station) will give us added incentive to continue in the public interest.

Second, to all WOW sponsors:

You have a bouquet coming in connection with WOW's Peabody Award. Your continued confidence in WOW permits us to spend a generous share of our income for worth while activities such as "Operation Big Muddy."*

Sincerely

John J. Gillin, Jr.
Pres. & Gen. Mgr.
Radio Station WOW, Inc.

OMAHA

RADIO STATION WOW, INC., OWNS AND OPERATES STATION KODY AT NORTH PLATTE

** Co-Sponsored by Planters Peanuts and Vicks Chemical Company.*

FMA Group Hits 'Hip-Pocket' Licensees

FCC Study Is Sought To Speed Wide FM Service

By EDWIN H. JAMES

VEHEMENT condemnation of "hip-pocket" licensees who have failed to proceed with construction of FM stations after receiving construction permits or conditional grants from the FCC was sounded last week by the Region 1 meeting of the FM Assn. at Albany, N. Y.

A resolution passed at the conclusion of the one-day meeting, the first regional assembly to be held by the new association, directed the FMA Board of Directors to urge the immediate review by the FCC of the status of all outstanding CP's and conditional grants for FM facilities "with the objective of establishing as soon as possible a nation-wide FM service."

Urged By Hofheinz

The passage of the resolution followed a luncheon address by Roy Hofheinz, KOPY-FM Houston, the FMA president, who told the more than 200 members and guests of the regional meeting that "we should speak out against groups and individuals who have held CP's or conditional grants on the theory they can be hip-pocket licensees."

Later, the members of Region 1 adopted a resolution commending the FCC for the "expeditious manner" in which the Commission studied the interference arising out of the 400 kc separation and for the speed with which the Commission announced its plan for the reassignment of channels.

FM BROADCASTERS talked it over at cocktail party in Ten Eyck Hotel, Albany, N. Y., April 13, day before first regional FM Assn. meeting. L to r: W. P. Purcell, chief engineer, General Electric Co. stations; Fritz Updike, general manager, *Rome* (N. Y.) *Sentinel*; Louis G. Buisch, WWHG Hornell, N. Y.; Walter Valerius, WKNP Corning, N. Y.; Everett L. Dillard, KOZY Washington, D. C., and Bert Georges, WMFI Portsmouth, N. H.

"We should call upon the FCC to scrutinize every licensee who has put his license in his pocket, letting others experiment so that he may come along later and skim the cream," said Mr. Hofheinz.

"The FCC could appropriately say: 'Within 30 or 60 days we expect concrete evidence of your intention to go on the air.'"

The time was ripe, Mr. Hofheinz thought, to stimulate laggard licensees to action. As the resolution, adopted after his talk, pointed out: "The FMA has been advised that the transmitters for regular FM broadcast operation are immediately available, and (there is) reasonable expectancy of receiver manufacturers that approximately 2½ million FM receivers will be produced during the year."

In his luncheon address, Mr. Hofheinz also complimented the FCC for "its prompt action" in issuing a new FM allocation plan [BROADCASTING, April 14], inferring that the combination of stepped-up equipment production and the timely action of the FCC in cleaning up the FM airways cleared the way for vigorous expansion of FM.

Other speakers addressing the first regional convention of the FMA, which drew a registration of 210 members and guests to the Ten Eyck Hotel in Albany, sounded similarly hopeful notes for FM's future.

W. R. David, sales manager of broadcast equipment, General Electric Co., told a morning session that he foresaw nation-wide FM service by the end of 1948.

Reviewing figures which had been previously released jointly by the FMA and the Radio Manufacturers Assn. [BROADCASTING, April 14], Mr. David reported that 710 transmitter units will be delivered by the end of 1947. GE, he said, had already shipped a total of 122 FM transmitters, 52 of them 250 w, 15 1 kw and 55 3 kw, and will be able to supply 10 kw units "in quantity" late this summer. The GE 50 kw transmitters, which he described as "still a major project," may be ready for delivery in late 1947 or early 1948.

H. C. Bonfig, vice president, Zenith Radio Corp., reported estimates of FM receiver production that were also contained in the joint FMA-RMA release, and he pointed out the difficulties of FM set production.

FM manufacturers, he said, were still hampered by parts shortages and by problems inherent in the inauguration of production on a new kind of radio.

"The average retail price of FM consoles is too high for the general market," Mr. Bonfig said. "And the FM market will be confined to the quality field for some time to come because no one knows how to build FM sets cheaper."

Mr. Bonfig saw a temporary virtue in the higher cost, however. The FM audience, for the time being, will be small but devoted. FM broadcasters may sell their audiences as quality magazines now sell their circulation, he pointed out.

Dr. Edwin H. Armstrong, inventor of FM, visualized the future usefulness of "joining up FM stations" for program interchange, a technique with which his Alpine, N. J., station and WBCA Schenectady, 130 miles away, have been using for more than four years.

Dr. Armstrong demonstrated

(*Continued on page 38*)

Video Stock to Boom in '48 Election

Increased Output Also Predicted At Institute

By BRUCE ROBERTSON

TELEVISION'S "power of persuasiveness" may be the determining factor in the 1948 Presidential election, J. R. Poppele, president of Television Broadcasters Assn., said Monday at the opening luncheon session of the two-day Television Institute, held at New York's Commodore Hotel under the auspices of *Televiser* magazine.

After getting off to a slow start in 1946, video receiver production exceeded 18,000 sets in February of this year and 25,000 sets in March, with estimates for the 1947 total ranging between 300,000 and 400,000 sets, Mr. Poppele reported. With 11 television stations now in operation, 49 construction permits granted and a dozen applications pending, video program service will be within the reach of 40% of the nation's population by campaign time next year, he said.

Equally optimistic statistics were given by Joseph B. Elliott, RCA Victor vice president, who estimated today's video audience at 3,000,000 persons, based on six to eight viewers for each home receiver and an average of 50 for sets in commercial establishments.

Mr. Elliott urged the video broadcasters to put on more daytime programs to aid dealers in demonstrating sets. But he warned that the work of the manufacturers in producing sets can be effectively checked by poor or insufficient programming.

Repeating and amplifying this warning at the Tuesday luncheon session, David P. Lewis, television director of Caples Co., de-

Mr. Poppele

Mr. Elliott

clared that while everything possible has been done to turn out new video sets, "we've done far too little towards putting something good on their screens."

"Dramatic programs, which ought to be our long suit, are running 6% as against 26% for radio and much higher percentages for other entertainment media," he stated. "We have neglected studio programs in favor of remotes. We haven't trained nearly enough directors and we've given experience in writing for television to almost no one."

The main responsibility for improving programs belongs to the television broadcasters, who could make a good start by letting in agency people who are eager to learn about television, Mr. Lewis averred. "Television isn't going to be a profitable advertising medium until the agencies are solidly behind it, making their various contributions and aggressively selling it to their clients, which they aren't doing today," he said.

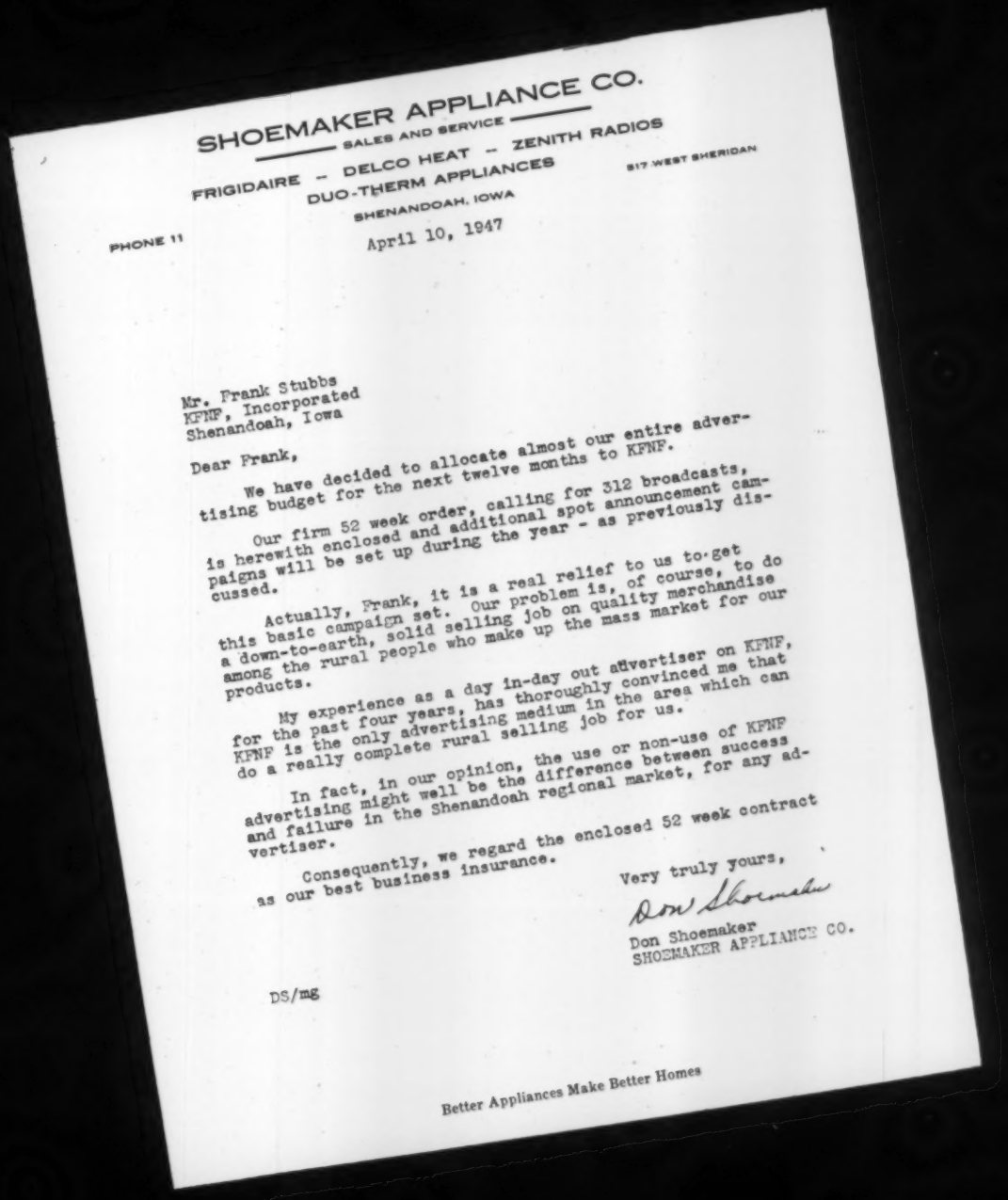
Mr. Lewis's argument was vigorously disputed by Harry Bannister, general manager of WWJ Detroit and its video affiliate, WWDT. "Many of radio's present ills," he declared, "are traceable to program control getting away from the broadcasters. In television we are being very careful to keep

(*Continued on page 42*)

LETTER #5, SERIES #3

FOR 23 YEARS

Sponsors' Messages, On KFNF, Have Been Friendly Recommendations From One Good Neighbor To Another.



SHOEMAKER APPLIANCE CO.
SALES AND SERVICE
FRIGIDAIRE -- DELCO HEAT -- ZENITH RADIOS
DUO-THERM APPLIANCES
SHENANDOAH, IOWA
PHONE 11
517 WEST SHERIDAN

April 10, 1947

Mr. Frank Stubbs
KFNF, Incorporated
Shenandoah, Iowa

Dear Frank,

We have decided to allocate almost our entire advertising budget for the next twelve months to KFNF.

Our firm 52 week order, calling for 312 broadcasts, is herewith enclosed and additional spot announcement campaigns will be set up during the year - as previously discussed.

Actually, Frank, it is a real relief to us to get this basic campaign set. Our problem is, of course, to do a down-to-earth, solid selling job on quality merchandise among the rural people who make up the mass market for our products.

My experience as a day in-day out advertiser on KFNF, for the past four years, has thoroughly convinced me that KFNF is the only advertising medium in the area which can do a really complete rural selling job for us.

In fact, in our opinion, the use or non-use of KFNF advertising might well be the difference between success and failure in the Shenandoah regional market, for any advertiser.

Consequently, we regard the enclosed 52 week contract as our best business insurance.

Very truly yours,
Don Shoemaker
Don Shoemaker
SHOEMAKER APPLIANCE CO.

DS/mg

Better Appliances Make Better Homes

For availabilities, call FRANK STUBBS, Phone #1, SHENANDOAH, IOWA

Transcription Producer Hits Back

Charges of Some Small Station Operators Declared False

IRKED by charges of some small station operators that the rates charged small stations by the transcription producing firms are too high, Aaron S. Bloom, an official of one of the firms, has written a reply to letters which have appeared in BROADCASTING setting forth the complaints of small stations. Mr. Bloom is treasurer and director of the commercial department of Kasper-Gordon Inc., Boston, which claims to be the oldest syndicated transcription company in America.

EDITOR, BROADCASTING:

THIS is an open reply to the letters you have received from Messrs. Charles Barham, Jr., of WCHV Charlottesville, Virginia, [BROADCASTING, Feb. 17],—Milton J. Hinlein of KDRO Sedalia, Mo., and other small market stations that usually yell the loudest for good transcribed syndicated programs at lower prices—and then become the most mute when the challenge is met. . . . . .

There are plenty of good transcribed syndicated shows available for use in small markets at prices within any advertiser's budget—at prices so low that any station with an eye to good programming can afford to sign them for use even as sustainers to bolster sagging or inferior program schedules, or simply to build audience for the station for a definite time period. The trouble is that many station managers want producers to pay for the privilege of putting their (the producer's) programs on the station. . . . . .

Tried Once

To refute Mr. Barham's argument completely, let me point out that five years ago we tried an experiment—offering a group of four successful tested transcribed programs at a package rate of $2.50 per ¼-hour show. They were offered to 100 and 250 w stations in markets up to 25,000 population . . . . The stations were "crying" for programs at low prices at that time. But they passed them up, while advertisers and stations in the larger markets were paying anywhere from $10 to $60 per ¼-hour show—the same shows.

We subsequently withdrew the offer. Later many of the same small market stations paid our usual minimum rates for these same programs, which was twice, or more than twice, the special package rate. . . . . .

Again (a year ago) we met the challenge, made up a special package of six of our shows selling successfully at prices based in accord with what they should bring in markets of varying size and on stations of varying power. We reported this to the NAB, and they printed it in NAB Reports. A mailing went to all stations in cities up to 25,000 population. "Sign for any two of these six shows and you earn the special rate." But the offer was made with the foregone conclusion that the stations would pass them up. Again we were right, and withdrew this offer except to stations now being built. . . . .

Program Costs

When Mr. Barham states that a department store in his city does less than a million dollars in business, while a store in Richmond does 16½ million— and bemoans the fact that Mr. Barham's client is asked to spend $30 per program for a ½-hour show costing, perhaps, $1,000 or more per episode to produce while the Richmond store is quoted $72 for the same program—does he ask himself if the price for a set of bedroom furniture costs the same in Charlottesville as it does in Richmond, for the same merchandise? Does the Charlottesville retailer charge only 42% as much (the ratio between program costs) or only 10% of what the Richmond retailer gets, because Charlottesville has only 10% as much population? Doesn't it cost as much to make that merchandise for both cities?

And when Mr. Barham states that transcription producers have placed their shows beyond the reach of hundreds of small stations we, as the oldest syndicated transcription company in America take issue with such a statement and prove that he is wrong by pointing to the more than 600 stations which we serve—enough of them small market outlets to convince us that we are right. . . . .

Does Mr. Barham realize that it takes as much time and effort and money to service a small station as it does one in a major market? That musical performance fees cost as much for a station in a small market as for a station in a metropolitan area? That pressings, too, cost as much for use in small cities as in large ones?

'Sample Seekers'

Is Mr. Barham aware of the fact that many small market stations, more frequently than larger stations, create extra unnecessary expense for transcription producers? That too many of them are notorious 'sample seekers?" . . .

No transcription producer expects to sell everybody, any more than stations expect all listeners to tune in every program. But I'd like to see a station operator in the position of a transcription pro-

(Continued on page 66)

—in the driver's seat...

KFYO GETS RESULTS . . . in a 168 MILLION DOLLAR MARKET! Without resorting to any such drastic measures as pictured here, KFYO dominates the potent South plains of Texas . . . with a consistent clear signal!

Reach this alert, responsive audience . . . with an aggressive station . . . KFYO!!

REPRESENTED BY
TAYLOR-HOWE-SNOWDEN
Radio Sales
AFFILIATED WITH
AMERICAN BROADCASTING COMPANY

VOICE OF THE SOUTH PLAINS OF TEXAS
1240 ON THE DIAL
KFYO
LUBBOCK, TEXAS

WHICH STATION WAS THE FIRST TO INSTALL ACOUSTICALLY TREATED AND SOUND-PROOF STUDIOS?*
THE SAME STATION WHICH WAS FIRST IN ST. LOUIS WITH TELEVISION -KSD. KSD-TV, THAT IS.
IODINE
AMADEE

*Page 49, "The First Quarter-Century of American Broadcasting."

KSD NBC AP

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH

National Advertising Representatives
FREE & PETERS, INC.

LET'S SPEND A DAY

with the Boudreaux Family

1. Meet M'sieur Étienne Boudreaux!

"Glad to know you, sir" — says Etienne in perfect English. He still speaks a native "patois" on occasions, but more important—his money talks too!

2. Hypolite, Jacques, Wife Jeanne, and Jimmy

They live in the heart of the rich sugar area near New Orleans — have a prospering seafood industry at their front gate — oil at the "back door."

5. Before Étienne's shrimp trawlers depart,

crew checks last-minute wind, tide and weather conditions — broadcast by WWL 4 times daily direct from U. S. Weather Bureau. This unique service is welcomed by entire fishing industry.

6. No day complete without "Dawnbusters"

—WWL show specially pitched to the 3,486,182 people in WWL-land. Because of proven response, "Dawnbusters" has been *sold out* for 9 years to participating sponsors.

9. In the afternoon paper . . .

the Boudreaux family sees the WWL ad — telling of the "Biggest Show In Town" for them to enjoy tonight. Again, WWL is winning more listeners for its advertisers.

10. Evening on the bayou . . .

They all look over the WWL schedule that arrived in the mail today. So — when the radio is turned on tonight, it's likely that the dial will stay just where it's been all day, 870 — WWL.

on Bayou Lafourche

(just 65 miles from New Orleans)

3. Five a. m. and . . .

On goes Papa Boudreaux's radio to "Dixie's Early Edition" — WWL feature filled with important rural news, crop advice, and agricultural tips *he* wants to hear.

4. Large announcement in morning paper

reminds Mrs. B. of *her* favorite programs—high-Hooper WWL entertainment. WWL is the only New Orleans station using all forms of consumer media to advertise its advertisers.

7. At the office . . .

M. Boudreaux listens to an informative review of the markets which affect him — quotations, futures, trends — a WWL broadcast he depends on daily.

8. After school . . .

11-year-old Jacques responds to WWL's youth programs and herd improvement contest—another WWL promotion for the public good. (Each year WWL presents two registered bulls and a boar for outstanding work with herds).

No wonder . . . Morning, Noon and Night

Folks turn first to WWL

25 YEARS OF SERVICE

The Greatest Selling Power in the South's Greatest City

50,000 Watts — Clear Channel CBS Affiliate

★

Represented Nationally by The Katz Agency, Inc.

With January retail sales in the Salt Lake district up 23% over January 1946, Utah's hundredth year is off to a flying start.

Big things are happening in Utah this year. The year-long centennial celebration is putting people in a spending mood — and they have the money, with a statewide buying income of $3,746 per family. In Salt Lake County, where 39.49% of Utah's people live, the income is $4,705 per family.

KDYL, too, has something to celebrate this year. It's our 25th anniversary. With a quarter-century of broadcasting experience, KDYL is more than ever the *popular* station — the station most Utahns listen to most!

For further information and availabilities, wire, phone or write —
JOHN BLAIR & CO.
National Representative

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

Tribute to Be Paid To Atlantic Refining

Hundred Stations Are to Present Awards to Sponsor, Agency

TRIBUTE to Atlantic Refining Co. and its agency, N. W. Ayer & Son, will be paid this evening (April 21) by a hundred broadcast stations together with sports announcers, athletic directors, coaches and persons prominent in college and professional sports. The ceremonies will be held in connection with a banquet at the Warwick Hotel, Philadelphia. [BROADCASTING, Mar. 31].

Back of the tribute is the desire of broadcasters and others connected with sports to honor the oil company and its agency for high standards in broadcasting baseball, football and basketball over a period of 11 years.

Trophy will be presented to Robert H. Colley, Atlantic president, by Frank R. Smith, general manager of WWSW Pittsburgh, chairman of the Broadcasters Sports Tribute Committee for the Atlantic Refining Co. Plaque will be awarded Harry A. Batten, president of Ayer, with presentation by John Shepard 3rd, chairman of the board, Yankee Network.

Speakers include many persons prominent in public life. Among those from the broadcast industry who will deliver addresses are Clair McCollough, executive manager, Mason-Dixon Group; A. K. Rowswell, WWSW Pittsburgh; Bill Slater, sports announcer; Louis Nichols, assistant to J. Edgar Hoover, FBI Director, who will discuss radio's opportunity to contribute to the drive to combat juvenile delinquency.

A special network of 65 stations in the Atlantic Refining marketing area on the Eastern Seaboard will carry a half-hour program, 9:30-10 p.m. keyed from WIBG Philadelphia.

Members of the committee, besides Messrs. Smith, McCollough and Shepard, are Edward D. Clery, WIBG Philadelphia; Leon Levy, WCAU Philadelphia; R. C. Maddux, WOR New York; William B. McGrath, WHDH Boston; E. S. Whitlock, WRNL Richmond; H. C. Wilder, WSYR Syracuse; Ernest Loveman, WPTZ Philadelphia.

Wisconsin FM Meet

ATTENDANCE of 300 to 400 is expected at Southern Wisconsin FM Radio Conference to be held April 23 at the Laraine Hotel in Madison, according to Harold A. Engel of the Division of Radio Education, U. of Wisconsin, representing the conference committee. Broadcasters' summaries of their FM plans will be presented in a panel on "FM for Wisconsin" by representatives of WHA Madison, WIBU Poynette, WCLO Janesville, WIBA Madison and WTMJ Milwaukee. FM receiver outlook, receiver problems and antenna installations will be discussed.

PROMOTION PROGRAM for new NBC show, *A Day in the Life of Dennis Day*, won for Ted Bates Inc., New York, press department "anvil of public opinion" in personalities field at American Public Relations Assn.'s convention in New York. Receiving award is Benson Inge (r), department director. With him is A. J. Roby Jr., advertising department, Colgate Palmolive-Peet Co., Jersey City, sponsor of show.

Anti-Featherbedding Bill Is Pushed in California

SPONSOR of the so-called California Lea Bill, [BROADCASTING, April 14] Assemblyman M. Philip Davis, is pushing for a hearing on his measure.

Introduced in the California Legislature last week and referred to the Committee on Industrial Relations, the bill seeks to eliminate the "featherbedding" practices by which unions compel employers to hire stand-by personnel—a device brought to its full flower by James Petrillo and his musicians' union.

Mr. Davis' bill is aimed at all unions and is offered as an amendment to the state labor code. It provides that an employer is the only one to determine the size of his working force and would make it illegal to compel an employer to hire more help than he needs or to pay for unperformed services.

MARTIN BLOCK
IS COMING TO
WARNER BROS. KFWB

Shoes..for all God's chillun

See that intricate mechanism in the photograph? It's a toe-lasting machine.. one of many types of shoe-building machinery produced by Boston's United Shoe Machinery Corporation for countless manufacturers.

New England's production of precision machinery keeps growing, growing, growing.. as do the pay envelopes of New England craftsmen, who consequently are willing and able to pay more for day-to-day necessities.

75% of these necessities come from sources outside New England!

Alert advertisers are getting their share of this purchasing-power, by telling their story over WBZ.. *the* medium that reaches most of New England. NBC Spot Sales can tell you when and where WBZ's 50,000 watts can go to work for you!

BOSTON
WBZ
SPRINGFIELD
WBZA

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

Again WMT sponsors the Annual

"CLEAN PLOWING CONTEST"

to help Iowa Farmers

This traditional contest is one of the most talked-about and best-attended events in the Tall Corn State. Here is one more instance of how public service promotions make WMT your best bet to reach the richest agricultural market in America.

Member
Mid-States Group

PS. But WMT never neglects Eastern Iowa's other half. Industrial Iowa produces half the prosperous income in WMTland's "twin markets". WMT, only CBS outlet in the area, is favorite city listening, too.

Ask Your Katz representative.

ON HAND to welcome Bill Oliver, former staff announcer of WMBD Peoria, Ill., who joined WGN Chicago staff April 6, are members of the "Peoria Club," all alumni of WMBD, now with WGN. (l to r): Ralph Batt, engineer; George Bauer, announcer; Jack Brickhouse, sports announcer; Connie Rivard, Mutual Publicity Dept.; Mr. Oliver; Ed Cooper, announcer, and Lee Elton, engineer.

Newport, Ky., and Columbus, Ind., Now Without Outlets, Get Proposed Grants

PROPOSED DECISIONS anticipating grants for new daytime stations at Newport, Ky., and Columbus, Ind., were adopted by FCC on April 11 and released last Monday.

The Commission proposed to grant the application of Tri-City Broadcasting Co. for a 1-kw daytime outlet on 1110 kc at Newport and to deny Moraine Broadcasters Inc.'s bid for the same facilities at Dayton, Ohio, on the grounds that Dayton has two stations while Newport, a town of 30,000, has none.

The second proposed decision looked toward a grant of Syndicate Theatres Inc.'s application for 1130 kc at Columbus, Ind., with 500 w, daytime only, and denial of Universal Broadcasting Co.'s competing request for the same channel at Indianapolis with 10 kw full-time, using directional antenna. FCC said Universal's proposed operation would violate NARBA by excessive limitation of CMKH Guantanamo Oriente, Cuba, but that in any event Columbus, without a station now, has more need for additional service than Indianapolis, which has five outlets.

Comr. Paul A. Walker was ill and did not participate in the decisions.

Ownership of the companies receiving the proposed grants:

Tri-City Broadcasting Co., Newport—Clarence H. Fleming, general manager and 26% owner of WFKY Frankfort, Ky., owns 26% and is president of Tri-City, and would manage its proposed station. Marshall L. Peace, WFKY commercial manager, owns 5%; he would become general manager of WFKY when Mr. Fleming took over the Newport operation. Other Tri-City owners: Robert B. Hensley of Frankfort, Garvice D. Kincaid of Lexington and Aaron L. Ford of Washington, D. C., all attorneys with 21% each; James B. Milliken and William R. Smith, 3% each.

Syndicate Theatres Inc., Columbus—The company operates nine motion picture theatres in Columbus, Franklin, Elwood, and Wabash, Ind. Trueman T. Rembusch is secretary, treasurer and beneficial owner of all outstanding stock, which is held in equal shares by himself and four nominees: Joseph P. Finneran, president and Grace Handley, William A. Handley, and William H. Dobbins. Syndicate Theatres has a conditional FM grant for Columbus.

Given proposed denials:

Moraine Broadcasters Dayton, is controlled (96.5%) by Dayton Journal Herald and is headed by Lewis B. Rock, president of the newspaper organization, which he and members of his family control. Frank E. Mason, former NBC vice president and now owner and president of Fireside Press, New York book publishers, is vice president and owns 0.2% of the radio company.

Universal Broadcasting Co., Indianapolis, includes Frank E. McKinney (32.8%), ABC Vice President Robert H. Hinckley (20%), and Frank M. McHale (10%), who are associated in AM grantee companies at Terre Haute and Fort Wayne, a proposed grantee at Evansville, and an FM grantee at Terre Haute. George C. and Wilda Gene Hatch, who have minority interests in KALL Salt Lake City, have 10% each.

U. S. NIGHT PROGRAMS STILL ON TOP IN CANADA

TEN MOST POPULAR evening programs in Canada are all piped in from the United States, according to the March national program ratings issued April 10 by Elliott-Haynes Ltd., Toronto. Programs and ratings are: *Charlie McCarthy* 42.5, *Fibber McGee and Molly* 39.3, *Radio Theatre* 39.3. *Ozzie and Harriet* 33.3, Fred Allen 31.1, *Amos 'n' Andy* 28.8, *Hildegarde Show* 26.0, Bob Hope 22.9, *Album of Familiar Music* 21.6, and *Take It or Leave It* 21.2.

English language daytime Canadian programs for March rated most popular were: *Happy Gang* (Canadian program) 21.5, *Ma Perkins* 18.8, *Pepper Young's Family* 17.8, *Big Sister* 17.6, and *Lucy Linton* 15.6.

First five evening French language programs in March were: *Un Homme et Son Peche* 44.8, *Le Ralliement du Rire* 41.7, *Enchantant dans le Vivoir* 40.9, *Talents de Chez Nous* 36.3, and *Juliette Beliveau* 35.6.

Double Header!

. . . IN THE GREAT NORTHEAST

Every night, Monday through Saturday, 6:30-6:45 p.m., there is twin billing in eastern and central New York and western New England! That's when George Miller and Bill Pope get together for the WGY SPORTS RECORD.

A double feature attraction, Miller and Pope, editors of the area's only sports newspaper—"Dorp Sporting News"—offer WGY's 1,045,717 radio families the latest dope in the world of sports from baseball to badminton . . . curling to cricket . . . football to fencing . . . interviews with champs, and on-the-spot reports.

Sponsored two nights weekly, the WGY SPORTS RECORD is now available Monday, Wednesday, Friday and Saturday. It's YOUR opportunity to get in on the last word in sports in the WGY area . . . the first word in male audience appeal! Sign up NOW for this double header before the 1947 baseball season gets under way! Get complete details today on this low cost show from your nearest NBC Spot Sales Office!

GENERAL ELECTRIC

50,000 WATTS — NBC AFFILIATE **WGY** SCHENECTADY, NEW YORK

REPRESENTED NATIONALLY BY NBC SPOT SALES

RADIO CENTER IS OPENED AT SYRACUSE UNIVERSITY

SYRACUSE UNIVERSITY celebrated the opening of its new $100,000 radio center last Sunday (April 13) with a week-long series of special inaugural programs.

According to Kenneth G. Bartlett, radio director at Syracuse, the university now has one of the country's most complete and modern college radio organizations. Syracuse's radio center consists of radio workshop designed by Clarence Jacobs, CBS chief of studio design, and Radio House, devoted entirely to the instruction of nearly 400 students taking radio courses at the university.

In addition to its campus facilities, Syracuse University now has five other outlets for its programs: WSYR, WFBL and their FM affiliates in the city of Syracuse, and WJIV, a low-power experimental station licensed to GE.

DRAMATIC on-the-spot broadcasts were the order of the day for staff of WJIM Lansing, Mich. when part of the city was inundated by the Grand River in early April floods. Pictured above are: (l to r) Howard Finch, program director; Phil Molloy, announcer; Alex Uschuk, engineer. Red Cross credited WJIM appeals for food and clothing with doing much to ease suffering.

RADIO TO CONTRIBUTE

New Edison Foundation Seeks $450,000 From Industry

RADIO manufacturers, broadcasters and artists have been asked to contribute $450,000 of the $2,590,000 goal in the nationwide campaign for the recently established Thomas Alva Edison Foundation.

Mark Woods, president of ABC, heads the radio industry campaign. Individual chairmen serving with him are John Ballantyne, president of the Philco Corp., for manufacturers; Edgar Kobak, president of MBS, for broadcasters, and Paul Whiteman, orchestra leader, for artists.

Thirty industries associated with Mr. Edison because of his discoveries are participating in the project.

CANADA LISTS CHANGES IN RADIO FREQUENCIES

SEVERAL CHANGES and proposed changes in Canadian radio assignments have been reported by Canada to signatories of the North American Regional Broadcasting Agreement. By frequency, they are as follows:

1150 kc—CKOC Hamilton, Ont., is now in operation with 5 kw directionalized (Class III-A station).

1240 kc—New 250 w station (Class IV) authorized at New Liskeard, Ont., and slated to begin operation Nov. 1. Call letters CKRS have been assigned to previously authorized 250 w station at Jonquiere, Que.

1260 kc—CFRN Edmonton, Alta., now in operation with 5 kw (Class III-A).

1400 kc—New 250-w station (Class IV) authorized at Truro, N. S., and slated to begin operation Nov. 1. Call letters CJFP assigned to new 250 w station at Riviere du Loup, Que.

1450 kc—CKOK Penticton, B. C., deleted (see assignment on 1550 kc).

1470 kc—CFOS Owen Sound, Ont., formerly on 1460 kc, now operating on 1470 kc with 1 kw, directionalized at night (Class III-B station).

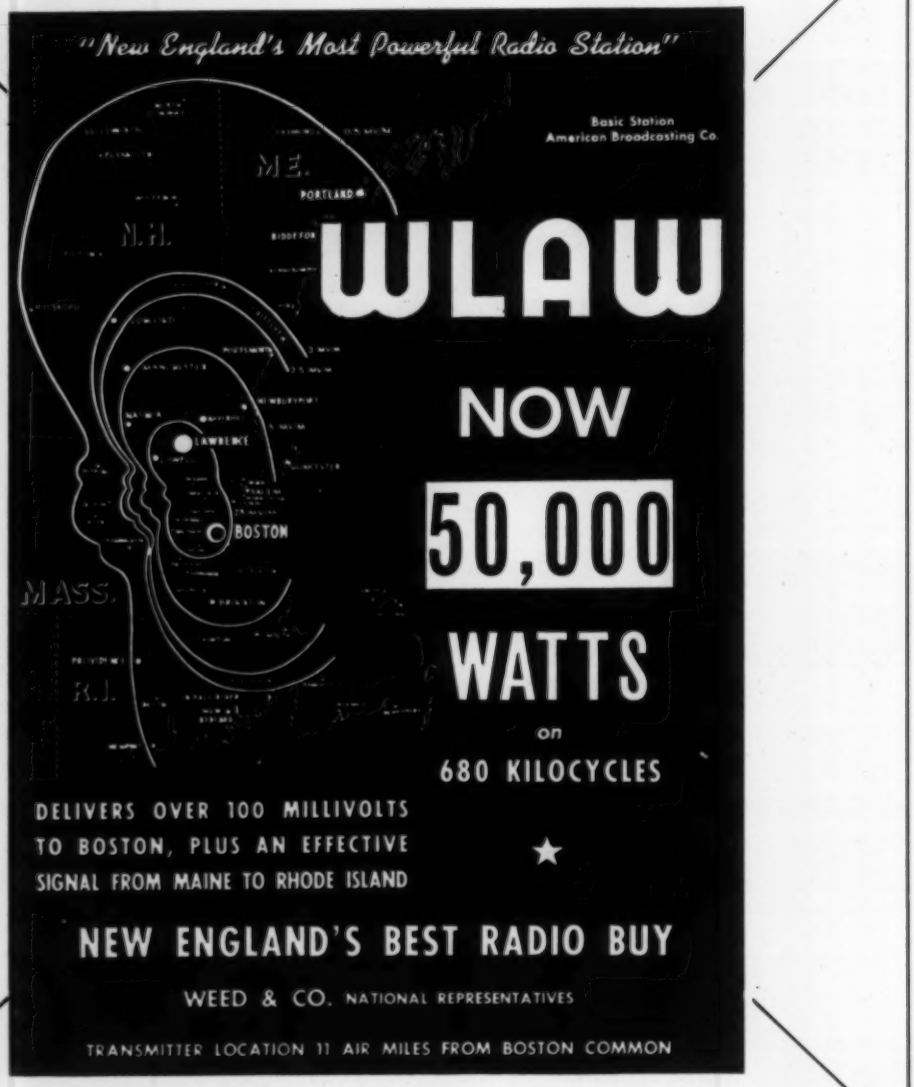
1550 kc—CKOK Penticton, B. C., formerly on 1450 kc, assigned 1550 kc with 250 w (Class II station).

1600 kc—CKVC Niagara Falls, Ont., operating with 1 kw directionalized at night, changes call letters to CHVC.

Philadelphia Radio Gives Support to Jewish Appeal

PHILADELPHIA RADIO, being called upon for the first time to perform a public service in behalf of the local Allied Jewish Appeal, whose campaign for $10,350,000 was opened last week, responded 100%.

Every one of the nine local stations has scheduled spot announcements and program features in behalf of the Appeal. Jack M. Korn, head of the J. M. Korn Advertising Agency, is chairman of the charity drive's Press and Radio Committee. Radio's co-operation in the drive was pledged by the city's station heads and program directors including: Joseph T. Connolly, WCAU; James A. Begley, KYW; Murray Arnold, WIP; Jack Steck, WFIL; Ed Obrist, WPEN; William Banks, WHAT; Patrick J. Stanton, WDAS; E. Douglas Hibbs, WTEL and Edward Cleary, WIBG.



Test of Quality...

The quality of a diamond can be determined by looking at it through a jeweler's eyepiece.

Not so simple is the evaluation of quality in the news service you select for your listeners. It must measure up squarely to nine fundamentals. The first six... OBJECTIVITY, CONCENTRATION OF PURPOSE, MANPOWER, MECHANICAL FACILITIES, SPEED, ACCURACY... have already been defined in this magazine. Three more remain...

- *Scope*—an unrelenting effort to report every significant phase of human activity... from the foibles of life to all that is informative and essential.
- *Performance*—a day after day excellence ...matured by years of experience.
- *Responsibility*—the active shouldering of rightness and worth-while-ness of keeping people honestly informed.

In any test of news service quality, The Associated Press measures up to these three fundamentals, just as it measures up to the six already named. That is the reason why more of the nation's public-minded* radio stations have turned to The Associated Press than to any other radio news service.

Watch this magazine next week for more on this subject.

AP

THE ASSOCIATED PRESS
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

GOING WILD ABOUT SALES IN SAVAGE (Ky.)?

We're sorry to break the bad news, Scout, but beating the bush for business in barbarously-named burgs such as Savage (Ky.) won't put any scalps on your belt. Savage has mighty few braves or wampum for sales missionaries. So WAVE doesn't take the long trail to lonely tepees. We whoop it up in the Louisville Trading Area — which has more mazuma than the rest of Kain-tuck-ee *combined!* With WAVE as your interpreter, it's m-m-m, not ugh!

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

FMA

(*Continued from page 26*)

such a program for his audience, on a receiver tuned to WBCA, some 11 miles from Albany. The program, he said was originating in a house in Yonkers, N. Y., sent on a 10 w transmitter across the Hudson to the Alpine station, received and retransmitted there to WBCA, which, situated on a mountaintop, received the Alpine signal and retransmitted it.

Dr. Armstrong said many stations could be linked in a similar rebroadcasting system, and he saw great possibilities in the extension of this kind of service to regional, but not transcontinental, hook-ups.

Hookup Described

At an afternoon session, Everett L. Dillard, president of the Commercial Radio Equipment Co., KOZY Kansas City and WASH Washington, reported on Continental Network [BROADCASTING, April 14], set up among 13 stations to broadcast a program played by the Army Air Forces Symphony.

Mr. Dillard reported that wire circuits had been used to tie in most of the stations in the Continental hookup but that radio relays had been used with some. The purpose of arranging the network, which will function only for the weekly series of AAF concerts, was to "demonstrate to the public, the FCC and the press the full potentialities of FM," he said.

At the luncheon meeting, George E. Sterling, chief engineer-designate of the FCC, explained the new FM allocation plan briefly and he and Cyril S. Braum, chief, FM section, of the FCC, and John Doane, FCC FM engineer, answered questions from the audience.

A panel on FM programming featured Elliott Sanger, WQXQ New York, and Morris Novik, New York radio consultant. Mr. Sanger reported that WQXQ pursued a policy of duplicating programs broadcast by its parent, WQXR, carrying both sustaining and commercial shows, the latter at no extra charge to sponsors.

Mr. Sanger pointed out, however, that he did not intend to suggest that other FM stations associated with AMs follow a similar policy of duplication. "The thing to do is to decide what audience you want and then tailor programs to it," he said.

Mr. Novik was opposed to program duplication. FM stations, he thought, ought to set about the job of "recapturing that part of the audience that no longer listens to radio." Without identifying his sources, Mr. Novik said he thought a considerable number of persons who used to listen no longer do.

In a panel on facsimile, A. J. Eaves, vice-president of Finch Telecommunications, traced the technical history of facsimile development. John V. L. Hogan, president, Radio Inventions Inc. reported his belief that FM broadcasters ought to consider facsimile as a utility to be used by them, possibly as a means of obtaining advertising revenue.

NEWLY ELECTED chairman of Region 1 of FM Assn., Leonard L. Asch (l), WBCA Schenectady, talks over first regional meeting of FMA with Dr. Edwin H. Armstrong, inventor of FM. (See story, page 40.)

Registration list at the FMA meeting follows:

Philip Agisim, Crowell-Collier Pub. Co., Roy L. Albertson, WBNY-FM Buffalo, Armin E. Allen, Philco Corp., Philadelphia, Addison Amor, NBC Radio-Recording Div., New York, John Andrew, Associated Program Service, New York, John Edward Arena, WFAS, WFAS-FM White Plains, N. Y., Leonard L. Asch, WBCA Schenectady, Bill Bailey, FMA, Washington, Stuart Bailey, Jansky & Bailey, Washington, David Baltimore, WBRE, WBRE-FM Wilkes-Barre, Pa., Graeme C. Bannerman, Mayer, Bannerman & Rigby, Washington, William L. Barlow, FMA, Washington, Ellis Barrett, WPTL, Providence, Joseph Behr, REL, Long Island City, N. Y., A. G. Belle Isle, WSYR-FM Syracuse, N. Y., Walter Blighe, WNDR Syracuse.

Clayton Boddy, WLOB Claremont, N. H., Willard E. Bowman, Radio Projects, Newark, Cyril S. Braum, FCC, Washington, G. H. Browning, Browning Labs., Winchester, Mass., Louis G. Buisch, WWHG Hornell, N. Y., Clifford M. Chafey, WHBP Reading, Pa., Sol Chain, WBIB New Haven, Anton Chmela, WTOE Elizabeth, N. J., Peter Corson, WKWC Lockport, N. Y., W. R. David, GE, Syracuse, Everett L. Dillard, Commercial Radio Eqpt., Washington and WASH, KOZY, Kansas City, John Doane, FCC, Washington, James B. Dunbar, WHAV-FM Haverhill, Mass., Hudson Eldridge, Commercial Radio Equip., Washington, Richard Evans, WZZZ Wilkes-Barre, Pa., H. J. Frank, WSLB Ogdenburg, N. Y., Arthur Freed, Freed Radio Corp., New York, E. H. Gamble, WBTA Batavia, N. Y., G. E Gatchell.

(*Continued on page 40*)

WHERE'S CASEY?

KNOW

HAS THE AUSTIN AUDIENCE

Use KNOW for the most effective promotion of your sales in the rich Austin market. KNOW gets more results because it has more listeners.

KNOW has a daytime BMB* of 79 per cent in Austin and Travis County; nighttime 77 per cent. And the latest Hooper report confirms what many wise time-buyers already know—that KNOW is the most listened-to station in Austin . . . morning, afternoon and evening.**

If you want to sell Austin, be sure to buy KNOW. Remember, KNOW gives you more dialers per dollar; and Austin gives you more dollars per dialer. Write today for further information . . . and for copies of the latest Hooper and BMB reports.

** Study No. 1—1946*
*** Hooper Station Listening Index, Fall, 1946*

RADIO STATION

KNOW

AMERICAN
BROADCASTING CO
TEXAS STATE NETWORK

WEED & COMPANY Representatives
New York Boston Chicago Detroit
Hollywood San Francisco

FMA

(*Continued from page 38*)

WGAN-FM Portland, Me., Bert Georges, WFMI Portsmouth, N. H., Rev. R. F. Grady, S. J., WFUV Fordham U., New York, Emlyn Griffith, WRUN-FM Rome, N. Y.,

Walter Griswold, WIBX Utica, Frank A. Gunther, Radio Engr. Lab., Long Island City, John W. Haigis Jr., WHAI-FM Greenfield, Mass., James A. Hardman, WMFM North Adams, Mass., Robert Hardman, WMFM North Adams, Mass., Arthur Hull Hayes, WCBS-FM New York, Alvin Hirschmann, WABF New York, E. J. Hodel, WCFC Beckley, W. Va., Thomas C. Holston, WLEB-FM Lebanon, Pa., Josh L. Horne, WCEC-FM Rocky Mount, N. C., Herbert House, WMBO Auburn, N. Y., James L. Howe, WCTC New Bruswick, N. J., Earl C. Hull, WHLD-FM Niagara Falls, Ed James, Broadcasting Magazine, Sydney Jurin, Pilot Radio Corp., Long Island City, Frederick L. Keesee, WMBO Auburn, N. Y., Robert A. Kelley, WFMI Portsmouth, N. H., James Gordon Keyworth, WMFM North Adams, Mass., L. D. Kimble, WKNP Corning, N. Y., Lewis A. King, WFMO Jersey City, Melvin Lahr, WSAR Fall River, Mass., R. P. Lamons, Andrew Co., Chicago, Lansing B. Lindquist, WSYR-FM Syracuse, William B. Lodge, CBS New York, John M. McKennie, Westinghouse Supply Corp., Rochester, Thomas F. McNulty, WMCP Baltimore, W. K. Macy, WFSS Coram, N. Y., J. Woodrow Magnuson, WBEN-FM Buffalo, Leonard H. Marks, FMA Washington,

William Maron, WTOE Elizabeth, N. J., B. M. Marshall, WHWL Sunbury, Pa., J. Gerald Mayer, Washington, Edward L. Merritt, WGMR New Bedford, Mass., Felix Meyer, WFIL-FM Philadelphia, Robert E. L. Moore, Transradio Press Service, N. Blair Munhofen, WFSS Coram, Long Island, N. Y., Louis H. Murray, WPAM-FM Pottsville, Pa., Horace W. Nichols, WHAI-FM Greenfield, Mass., Morris Novik, New York, Sol Paul, Broadcasting Magazine, W. N. Paxton, Associated Press, Albany, Leon Podolsky, WBRK Pittsfield, Mass., L. R. Rawlins, Westinghouse Radio Stations Philadelphia, Carl Rice, WHWL Sunbury, Pa., N. S. Rounsley, WEEX-FM Easton, Pa., Ed Sandford, New Rochelle Broadcasting Service, New Rochelle N. Y., Frank A. Seitz, WFAS-FM White Plains, N. Y., E. C. Shriver, Altec Lansing Corp. New York, Edmund Slominski, Treasurer, WFMO Jersey City, George L. Sisson, Jr., Narragansett Broadcasting Co., Fall River, Mass., James L. Spates, WBEC Pittsfield, Mass., George W. Steffy, Yankee Network, Boston, George E. Sterling, FCC, Washington, A. L. Taylor, Jr., WHAV-FM Haverhill, Mass., S. P. Taylor, Western Electric Co., New York, Thomas B. Tighe, WJLK Asbury Park, N. J., Mrs. Thomas B. Tighe, WJLK Asbury Park, N. J.

Edgar H. Twamley, WWDX-FM Passaic, N. J., Fritz S. Updike, WRUN-FM Rome, N. Y., Walter Valerius, WENP Corning, N. Y., M. J. Warner, WCEC-FM Rocky Mount, N. C., E. M. Waterbury, WOPT-FM Oswego, N. Y., William Arnoldy Jr., Arnoldy Inc., Albany, W. R. David, GE, Syracuse, C. M. Jansky Jr., Washington, Millard Faught, New York, Charles H. Kleinman, RCA Victor Div., New York, Dana Pratt, RCA, Camden, William A. Dawson Jr., Portsmouth, N. H., H. J. Ockershausen, Washington, Sam Breenberg, Albany, J. M. McKenzie, Westinghouse, Rochester, George S. Driscoll, Stromberg-Carlson Co., Rochester, Herbert C. Howe, WCHF New York, James L. Howe, WCTC New Brunswick, N. J.,

L. W. Cornwell, Radio Music Corp., Portchester, N. Y., J. Alan Biggs, Radio Music Corp., Portchester, N. Y., Elliott M. Sanger, WQXR-WQXQ New York, R. H. Dreisbach, Magnavox Co., Ft. Wayne, Ind., Charles R. Heisler, WROW Albany, Harry L. Goldman, Goldman & Walter, Albany, Hyman Abrams WROW Albany, Dr. John Quinlan, WROW Albany, W. N. Amidon, WWHG Hornell, John A. Houser, NYS Vet. Vocational School, Troy, Richard G. Bath, WKNE Keene, N. H., F. R. MacFarland, AT&T, New York, George Bissell, WMFF, WENT Plattsburg, N. Y., W. A. Ripple, WTRY Troy, N. Y., E. A. Ross, AT&T Albany, Ted Leitzell, WEFM Chicago, H. H. Boyer, Zenith Radio, Chicago, P. S. Dorion, Tri-State Dist., Albany, C. G. Houghtaling, Tri-State Dist., Albany, Donald E. Galloway, Stromberg-Carlson Co., Rochester, Rudy Browd, H. A. McRae & Co., Troy, Lawrence A. Reilly, Telecolor Corp., Springfield, Mass., James L. Spates, WBEC Pittsfield, Mass. Donald F. Coleman, WBEC Pittsfield, Mass.

Elliott Crooks, Newspaper Publishers Faximile Service, New York, C. D. Wagoner, W. J. Purcell, R. W. Welpott, Caleb Paine, WGFM Schenectady, William G. Broughton, GE, Syracuse, J. G. Coakley, Assoc. Mdse. Corp., New York, Herbert W. Brown, WHAB Haverhill, Mass., Harold W. Morgan, WLEB-FM Lebanon, Pa., Richard O'Connor, Amsterdam Bcstg., Amsterdam, N. Y., Ernest A. Barbeau, Schenectady, John J. Keel, Washington, Stephen Tuhy Jr., Washington, H. L. Perdiue, GE, New York, G. W. Henzel, Henzel-Powers, Albany, John V. L. Hogan, WQXQ New York, Gene Wyckoff, WGNR New Rochelle, N. Y., Gene Hayes, Henzel-Powers, Albany, W. O. Hadloch, RCA, Camden, Homer R. Smith, WKOK-FM Sunbury, Pa., John W. Keller Jr., WKOK, WKOK-FM Sunbury, Pa., J. A. Freeman, Reines-Freeman Dist., Albany, A. J. Eaves, Finch Telecommunications, New York, R. E. Mathes, Finch Telecommunications, Passaic, N. J., H. C. Bonfig, Zenith Radio Corp., Chicago, Al Goodwin, WNDR Syracuse.

Radio's Model Wives

RADIO'S "Ten Most Perfect Housewives" have been chosen by a committee of judges headed by Jacques Traubee, chairman of the Perfect Housewife Institute, Brooklyn. The winners: Maggi McNellis, Florence Freeman, Jinx Falkenberg, WNBC; Pegeen Fitzgerald, WJZ; Isabelle Beach, WMCA; Dorothy Day, WINS; Dorothy Kilgallen, Martha Deane, Bessie Beatty, WOR. Mrs. Beatty died suddenly April 6. [BROADCASTING, April 14].

NEW PROOF THAT KFYR DOMINATES THE UPPER MIDWEST

Robert S. Conlan recently asked seven percent of the radio homes within a fifty miles radius of Bismarck, "To what two radio stations does your family listen most often?"

KFYR was listed as one of two most-listened-to-stations by 95.9% of the respondents. Next highest station—24.6%.* One more proof that in the Great Upper Midwest, it's KFYR.

Your copy of this latest Conlan survey is waiting for you at the nearest John Blair office . . . or write for it. And while you're at it, why not ask for your copy of KFYR's BMB Audience Report Reprint, showing both U. S. and Canadian coverage?

* Two responses being received from each family, the total equals 200%.

KFYR Bismarck, N. D.
5000 Watts Day and Night
NBC Affiliate 550 Kilocycles
National Representative: JOHN BLAIR & CO.

LEONARD ASCH NAMED HEAD OF FMA REGION 1

LEONARD L. ASCH, of WBCA Schenectady, was elected chairman of Region 1 of the FM Assn. April 14 at the region's first meeting in the Ten Eyck Hotel, Albany.

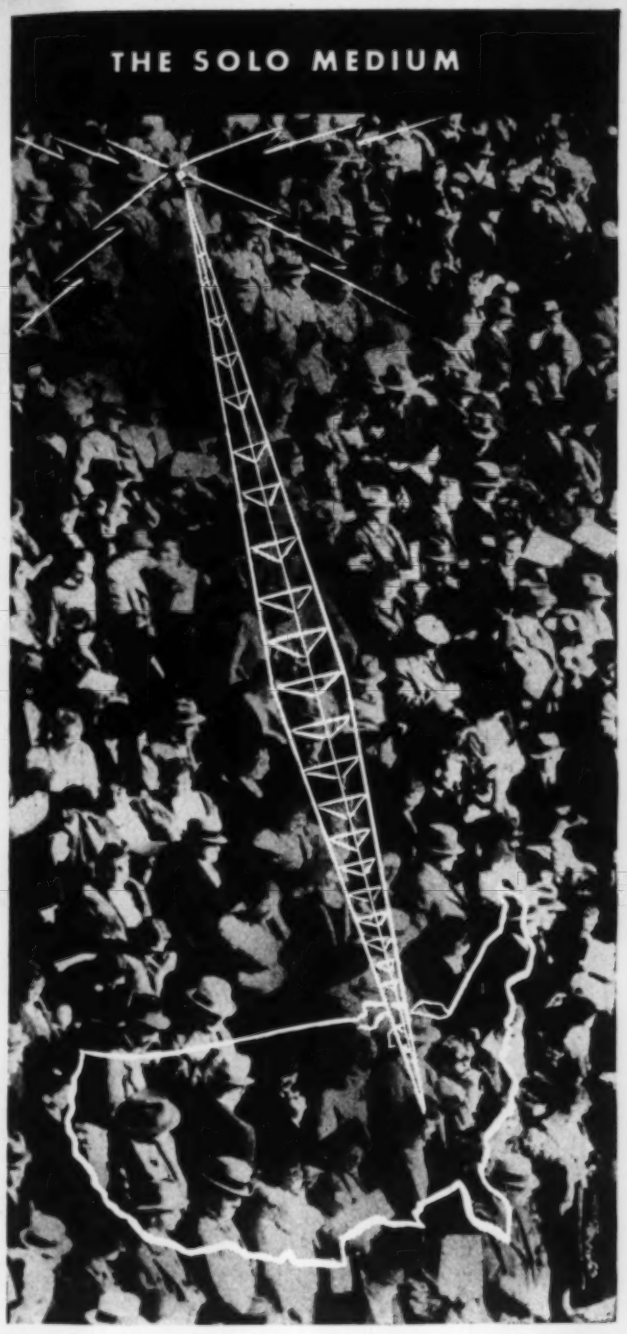
Vice-chairmen elected at the meeting were Helen Wood, WIBX-FM Utica; John C. A. Watkins, *Providence* (R. I.) *Journal*, and Richard G. Evans, WIZZ Wilkes-Barre, Pa.

James A. Hardman, WMFM North Adams, Mass., was elected secretary.

FARM RADIO DIRECTORS TO CONVENE APRIL 30

FARM radio directors from all parts of the country will convene in Washington April 30-May 1 at the Dept. of Agriculture. Kenneth M. Gapen, Assistant Director of Information in charge of the Radio Service, will be in charge of the meeting.

Secretary of Agriculture Clinton P. Anderson will address the farm directors during the second day's proceedings. The program includes visits to the Beltsville Research Center and Plant Industry Station on the opening day, with the second day's program scheduled in the Administration Bldg. Talks and motion picture will be followed by an off-the-record discussion of common farm director problems.



NOT JUST "LISTENERS", BUT *LOYAL* LISTENERS

In this five million population market, you will find folks ready to fight should you suggest that something over WSM is untrue. During the 21 years they've been listening at 650, the integrity of WSM statements has never varied. So listeners act with perfect faith on what they hear over this station.

This fact makes us the one medium which, single-handed, can deliver this market to the sponsors.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.

W Air Castle of the South E 50,000 WATTS CLEAR CHANNEL

WSM
NASHVILLE

TV Institute

(*Continued from page 26*)

control in the hands of the station."

Reporting on the status of WWDT, Mr. Bannister said that the image orthicon cameras ordered for June 1946 had been delivered just before Christmas; the transmitter, bought for Dec. 1 delivery, had arrived in April 1947. "The only thing we got on schedule was trouble," he reported, including under that heading negotiations with engineers, IATSE, ASCAP, film companies and other groups.

He estimated that Detroit's present 2,000 video sets will increase to 20,000 or 30,000 by the end of the year and that the city will have coaxial cable service from New York by the middle of 1948.

Helen Rhoades, program manager, WRGB Schenectady, said that this station's prewar audience has more than doubled, that WRGB is now broadcasting 14 hours a week, with about one-third of this time devoted to local programming.

Baltimore has three video CP's, Robert Cochrane of the *Baltimore Sun* reported. The *Sun's* television transmitter will be located atop the O'Sullivan Bldg. in the center of the city. With four race tracks and half a dozen colleges, including Annapolis, as local program sources, the *Sun* executives had expected to be hooked into the New York-Washington cable as a video network affiliate as soon as the station got on the air, he said, but AT&T informed them that they will not get terminal equipment for some months and that full network service is five to ten years away.

Ernest Walling, manager, WPTZ Philadelphia, said that since last September sets in the Philadelphia area have increased from 800 to 4,000 and concurrently, WPTZ's program schedule has increased from two to seven days a week.

WBKB Chicago also has baseball sold, Capt. W. E. Eddy, its manager, reported, and enough other shows to convince him that television is a commercial operation. Station broadcasts 35 hours a week, he said, with an audience of some 33,000 viewers on more than 2,000 sets, and hopes to begin operating in the black by mid-summer.

Completing the station roundup, Paul Mowrey, television director of ABC, said that this network has CP's in Chicago, Detroit, Los Angeles and San Francisco, is waiting for one in New York, hopes to build its first station there and then move west. (ABC's New York grant was announced in Washington almost as Mowrey spoke.)

Of the numerous papers on video programming read during the Institute, none was more enthusiastic than that of Mrs. Clara Burke, a "housewife viewer," according to the program. She reported herself as having become an avid fan since watching video sports and predicted that television will help, not hurt, gate receipts through increased attendance by women. Her chief criticism was that "a maid didn't come with her set," as television is "the worst thief of a housewife's time since Bell invented the telephone."

The superiority of remote pickups over studio shows is largely due to the psychological appeal of the phrase, "We take you now to . . ." which gives the televiewer at home "the privilege of a free pass to the best seat in the house for the most exclusive event," according to Worthington Miner, director of television, WCBS-TV New York.

Some Are Amateurish

Many amateurish studio programs and commercials may be blamed on their derivation from radio rather than from the visual showmanship of the theatre, movies or space advertising, Chester Kulesza of BBDO said at the Tuesday morning meeting on commercials.

"Radio," he pointed out, "depends entirely on words, sounds and timing. The listener paints mental pictures from radio sound impressions. In television, the picture is already supplied for the viewer, so he doesn't have to depend upon his imagination. However, the viewer tends to be much more critical of what he sees than what he hears."

Charles J. Durban, assistant advertising manager, United States Rubber Co., ascribed the failure of many video commercials to measure up to the improved camera work to advertisers and agencies who have not studied the techniques of commercial presentations as the camera crews have studied those of sports coverage.

Reporting on his agency's experiences in producing television programs for Vitalis, Ipana and Reid ice cream, Jose di Donato, television director of Doherty, Clifford & Shenfield, declared that the

(*Continued on page 44*)

WHY NOT T OR V?

Hooper Suggests New Call System for Video

A SUGGESTION to simplify the lives of members of both television industry and public, "not to mention the measurer," was advanced by C. E. Hooper, president of C. E. Hooper Inc., in an address to the Television Institute.

"Why must television identify its stations with the initial letters W and K?" he asked. "Assuming they have not been assigned to some foreign country, why not T or V? If they were followed by two or three other letters, television station identification would be literally as simple as ABC." J. R. Poppele, president of Television Broadcasters Assn., pledged the support of TBA in the plan.

Truscon Self-Supporting Radio Radiator, KHAS, Hastings, Nebr. 205 feet high.
Truscon Self-Supporting Tower, Estonia Radio Station, Tallinn, Estonia. 630 feet high.
Truscon Guyed Radio Tower, WKY, Oklahoma City, Okla., 956 ft. high to top of FM antenna.
Truscon Self-Supporting Radio Tower KFYR, Bismark, N. D., 700 feet above ground.
Truscon Guyed Radio Tower, WNAX, Yankton, S. D. 927 feet high.
Truscon Guyed Radio Tower WGN, Chicago, Ill. 750 feet high.
Four Truscon Self-Supporting Radio Towers, WKBN, Youngstown, Ohio. Each Tower 250 feet high.

Truscon Radio Towers
SERVE THE WORLD

There are Truscon Radio Towers in almost every state in the Union, and in many countries overseas. To meet varying conditions and requirements in these many installations, Truscon Radio Towers are available in guyed or self-supporting types, either tapered or uniform cross section, and can be built to any height for AM or FM service.

Call in Truscon Engineers during the early stages of your plans for antenna installations. Their experience assures satisfactory, trouble free operation today—tomorrow—and during the years to come. Truscon can help toward the correct antenna decision—toward orderly and efficient transition to the newest in radio.

Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.

Hooper says:

WHBF

Delivers the Quad-City Audience!

With four stations NOW operating in this market, the Hooper listening index for January-February shows WHBF's share of the morning audience in the Quad-Cities (Davenport, Iowa, and Rock Island, Moline and East Moline, Ill.) is greater than ALL OTHER STATIONS combined.

WHBF also is FIRST Monday thru Friday . . . also Sunday afternoons; and at night is a close second.

Here is the New Story (By Hooper):

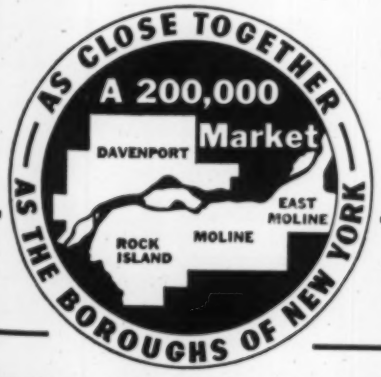
MORNING INDEX—8 TO NOON, MONDAY THRU FRIDAY			
WHBF	STATION "A"	STATION "B"	STATION "C"
53.5	16.2	5.6	4.7

AFTERNOON INDEX—NOON TO 6 P.M., MONDAY THRU FRIDAY			
WHBF	STATION "A"	STATION "B"	STATION "C"
27.8	23.8	13.4	5.7

SUNDAY AFTERNOON INDEX—NOON TO 6 P.M.			
WHBF	STATION "A"	STATION "B"	STATION "C"
25.1	21.5	15.7	5.8

EVENING INDEX—6 P.M. TO 10:30, SUNDAY THRU SATURDAY			
WHBF	STATION "A"	STATION "B"	STATION "C"
24.9	29.7	9.3	*

*Daytime Station Only.
The Above Index Covers the Four Quad-City Stations.



BASIC ABC for the QUAD-CITIES

1270 KC WHBF 5000 Watts Full Time and WHBF-FM

Les Johnson, V.P. and Gen. Mgr.
Affiliate of Rock Island Argus

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

'SAM SPADE' IS VOTED LEADING RADIO MYSTERY

THE ADVENTURES of Sam Spade, CBS, Sundays 8-8:30 p. m., has been judged the best radio mystery program by the Mystery Writers of America, a national organization of 200 top crime authors, and will receive the annual Edgar Allan Poe Award, it was announced last week by Hugh Pentecost, president of the MWA.

Mr. Spier

Individual "Edgars" will go to William Spier, producer, and Bob Tallman and Jason James, script writers, and will be accepted by Davidson Taylor, vice president and director of programs for CBS, at a New York dinner this evening.

CALLING ALL SIGNALMEN

Army Signal Assn. Soliciting Membership Among Radio Communications and Allied Personnel

NEWLY ORGANIZED Army Signal Assn., which has elected as its president for a two-year term Brig. Gen. David Sarnoff, president of RCA, is extending invitations to radio communications personnel and all other U. S. citizens interested in military communications and photography to join the association and participate in its activities.

The association, a non-profit, non-political organization which maintains national headquarters at 804 17th St., N. W., Washington, D. C., is making plans for its first annual banquet the evening of April 28 at Hotel Pennsylvania, New York, and its first annual meeting and exhibition of military communications and photography equipment at Fort Monmouth, N. J., April 29.

Primary purpose of the association, according to Brig. Gen. S. H. Sherrill (Ret.), its executive secretary, is to safeguard and strengthen our national security. As a part of this overall purpose the organization will seek to preserve and foster the spirit of cooperation and goodwill which marked the wartime relations of the various branches of the armed forces and the personnel of industries—both manufacturing and operating—in the fields of communications, electronics, motion pictures, and photography.

SPELLBOUND by Gordon Sinclair Jr.'s delivery is Gordon Sinclair Sr. Father and son scene above was enacted April 4 in studios of CFRB Toronto, as 20-year-old Gordon Jr. took over for the elder Sinclair in a series of nightly newscasts during latter's three-week vacation.

TV Institute

(*Continued from page 42*)

television broadcasters must make "a far greater contribution" than they have been doing. He called for directors that are interested in directing programs and not so intrigued by the mechanics of pushing buttons that they forget about the show, for technical liaison men to "shortcut the headaches of the client," and for audition facilities "so that valuable rehearsal time need not be used at the last minute to find out some very important things."

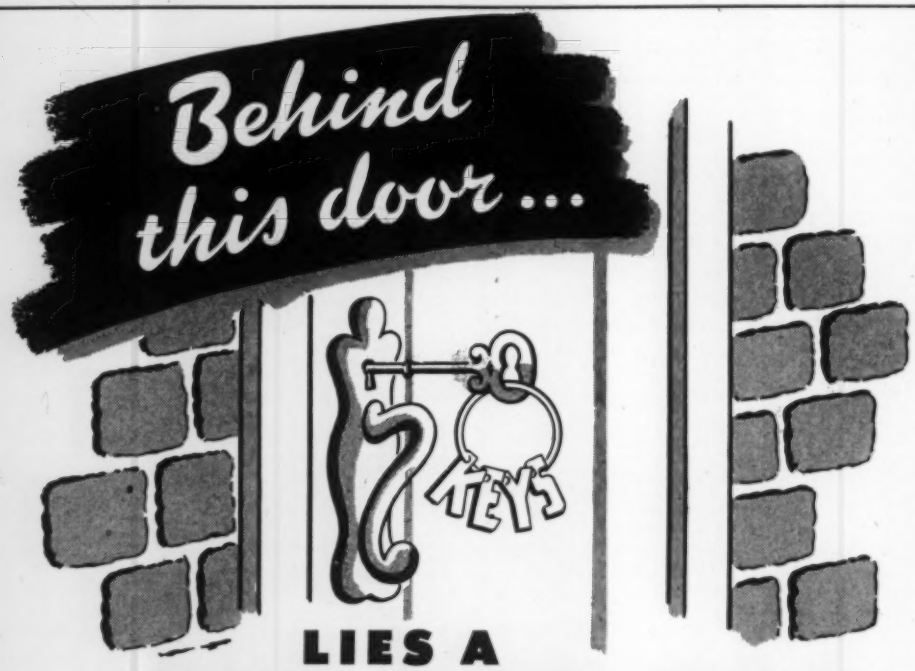
Ralph B. Austrian, president, RKO Television Corp., flatly denied a statement made the day before by Paul Mowrey that simple, informal programming is the best kind for television, where the audience watches under home conditions, with phones ringing, babies crying and life going on as usual during the video program. Today's parlor-game programming, Mr. Austrian predicted, will soon be replaced by more formal programs, produced on film.

Code Urged

Sponsors and agencies not permitted into the control rooms of some stations can get there effectively through motion pictures, he said, whose production they can supervise, sending the finished product to the station, which will have to accept it as long as it complies with general station policies. Mr. Austrian urged television broadcasters to adopt a code of standards for programs and commercials now, before one is forced on them from the outside.

"Film is the most practical way of achieving a national network," the conference was told by John Flory, vice president, Grant, Flory & Williams, film producers. "It overcomes cost and technical difficulties," he said, "and will be especially important in tying together small and remotely situated stations during early stages of the industry."

The two-day institute also included panel meetings on station management and operation, production and programming; a production demonstration conducted by Irwin Shane, publisher of *Televiser* magazine, and various seminars.

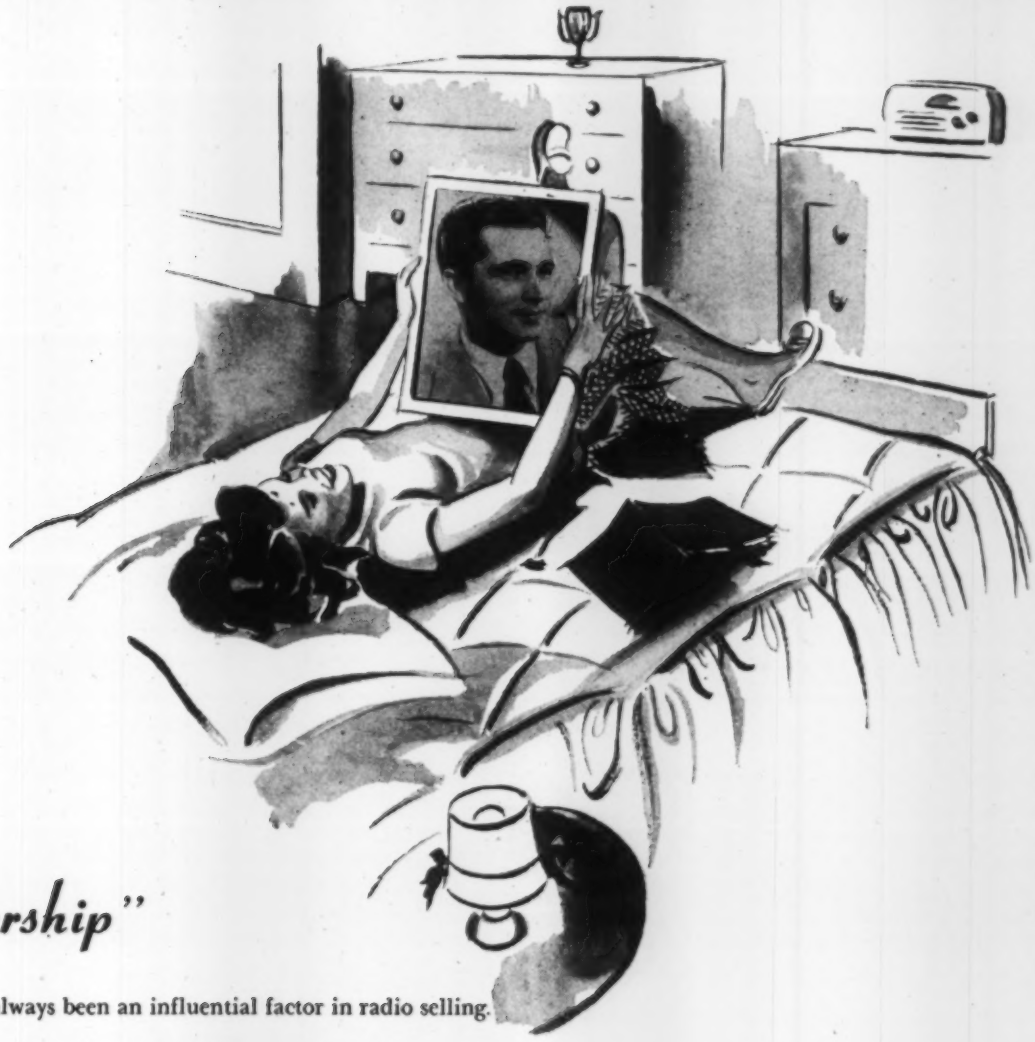


LIES A $460,000,000 MARKET!

...OPEN THE DOOR!!... on this fabulous Gulf Coast Market... a strategic market with limitless natural resources... agriculture, grain, livestock, oyster shell, natural gas, native clays, accessibility to deep-water transportation, and an ideal year 'round climate! A natural for industry... a mecca for tourists!

KEYS is YOUR KEY to this $460,000,000 market!

250 Watts 1490 KC Corpus Christi, Texas



"Idol Worship"

Idol Worship has always been an influential factor in radio selling. The power of "idols" to move *people* equals their power to move *goods*. WWJ, NBC in Detroit and first radio station in the nation, is richly endowed with both local and national favorites who have won the hearts and influenced the buying habits of millions of Detroiters. Hitch *your* product story to the wealth of stars that attract a host of listeners to WWJ, in America's 4th largest market . . . where employment, production, savings and income are hitting peace-time peaks.

FIRST IN DETROIT . . Owned and Operated by THE DETROIT NEWS

Associate FM Station WENA . . . Television Station WWDT

WWJ

950 KILOCYCLES
5000 WATTS

Basic NBC Affiliate

National Representatives: THE GEORGE P HOLLINGBERY COMPANY

Fulton Lewis, jr.

available now* on WIP—Philadelphia

Tell your Philadelphia story on WIP with the Fulton Lewis, jr. program—the nation's *biggest cooperative* on the air today.

On 254 stations from coast to coast, local and national advertisers are sponsoring this noted commentator—and getting results. Fulton Lewis, jr. reports the news as he sees it — and his audience keeps on growing.

Wire, phone or write us immediately for complete information.

***Offered Subject to Prior Sale**

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

House Group Will Investigate Reports Too Many Lawyers Make FCC Topheavy

SIZE OF FCC's legal staff was questioned last week by Rep. Edward H. Rees (R-Kans.) Chairman of the House Post Office and Civil Service Committee.

Mr. Rees told BROADCASTING his group would investigate reports that FCC is topheavy with "high-powered lawyers,"—more than are necessary for efficient operation. If legislation is needed, he said, a bill would be written, or recommendations made to the Appropriations Committee, a subcommittee of which is scheduled to look into FCC spending first week in May.

Higher Echelons Filled

"My feeling," said Mr. Rees, "is that we have too many people occupying supervisory or administrative positions compared with those who are doing the work. There is a tendency, when a reduction in force is in order, to protect jobs of those in higher echelons while folks in lower grades are dropped."

Referring specifically to FCC he said it "didn't seem right that an agency with less than 1,000 employes should require 28 or 30 personnel workers, and one high-powered lawyer for every 10 employees."

The Commission carried 853 employees on its Washington payroll as of July 1, 1946 with a total of 1,345 including field workers.

FCC will be first government agency, he indicated, to be subjected to personnel count. But before such an investigation can be started, the Civil Service Committee must clear its slate of high-priority legislation such as the Post Office bill. It may be late in May, therefore, before the inquiry is initiated.

Mr. Rees emphasized that any investigation he undertakes will be aimed primarily at "effecting more economy, efficiency and streamlining."

The personnel scrutiny was part of overall majority effort toward eliminating duplication of government personnel services in independent agencies [CLOSED CIRCUIT, April 14]. The move gained impetus from complaints reaching Congressmen of the number of lawyers being carried on the Commission payroll.

Civil Service Committee plans are being watched closely by Chairman Richard B. Wigglesworth (R-Mass.) of the Independent Offices Appropriations Subcommittee. His group is charged with trimming all unnecessary items from FCC's proposed $7,300,000 1948 budget. He indicated keen interest in the personnel inquiry and complaints on the size of the Commission's legal staff. FCC has already sent Mr. Wigglesworth's committee a justification of its proposed budget [BROADCASTING, March 10].

SEVEN MEMBERS ELECTED BY CANADA RADIO MEN

CANADIAN Association of Broadcasters cleared considerable business from its agenda at a board of directors meeting in Toronto April 14 and 15. Seven new member stations were admitted, a new director was appointed and plans were drawn up for a general meeting at Jasper, Alta., June 9-12.

The CAB board also drafted a brief to be presented to the new Radio Committee of the Canadian Parliament.

New CAB members accepted at the meeting, bringing total to 88 are CJIB Vernon, B. C.; CJNB North Battleford, Sask.; CJFP Riviere du Loupe, Que.; CHVC Niagara Falls, Ont.; CFPA Port Arthur, Ont.; CFAB Windsor, N. S.; CFRA Ottawa.

A. A. Murphy, of CFQC Saskatoon, was elected to a directorship filling the vacancy left by resignation of Lloyd Moffatt, former owner of CKBI Prince Albert.

Attending the meeting were: Harry Sedgwick, CFRB Toronto, chairman of the board; Col. Keith Rogers, CFCY Charlottetown, president; Bert Cairns, GFAC Calgary; Dick Rice, CFRN Edmonton; A. A. Murphy, CFQC Saskatoon; Jack Beardall, CFCO Chatham; Naricisse Thivierge, CHRC Quebec; A. A. Gauthelr, CHLT Sherbrooke; Ken Soble, CHML Hamilton, and CAB executives Harry Dawson, Arthur Evans, Dough Scott and Jim Allard.

W. E. Johnson to Manage WDEC in Americus, Ga.

W. E. JOHNSON, former program director and commercial manager of WMLT Dublin, Ga., has been named manager of WDEC Americus, Ga., new 250 w station on 1230 kc.

W. E. Johnson

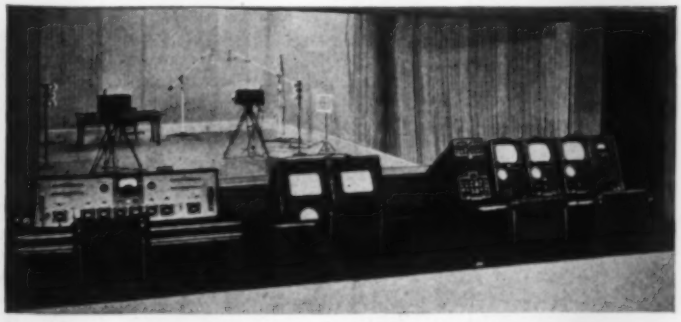
WDEC is owned by the Americus Broadcasting Co., whose president is James R. Blair, owner of the Americus *Times-Recorder*, the city's only daily newspaper. The station's studios will be located in the *Times-Recorder* building.

Foy Cox, also formerly of WMLT, has been named chief engineer of WDEC. According to Mr. Johnson, WDEC will go on the air soon after WRBL Columbus, Ga., vacates its assigned frequency.

WTOD-FM Now WTRT

CALL LETTERS WTRT for the Toledo FM station formerly known as WTOD-FM have been authorized by the FCC. WTRT operates at 97.7 mc. Stanley Speer, president of Unity Corp., which operates WTOD and WTRT, has announced that WTRT soon will move into its newly constructed studios. Station director of WTRT is Donald Gehring, former paratrooper captain.

WITH LEADING NEWSPAPERS . . . IT'S TELEVISION BY RCA



Control and studio equipment at KSD-TV includes (*left to right*) a control consolette, master film and camera monitors, a switching unit, three camera controls, a sync. generator and, *background,* two image-orthicon cameras.

• First postwar television station to go on the air with a regular program schedule • First to be operated by a newspaper • Completely RCA equipped from microphones and cameras to Super Turnstile antenna

On February 8, KSD-TV brought television to St. Louis—inaugurated a regular, commercial, 26-hour-a-week program schedule of studio shows, remote pick-ups, and films.

RCA equipment already installed includes a temporary 500-watt transmitter, a Super Turnstile antenna, microphones, image-orthicon cameras, television film projectors, consolette, and monitoring equipment. With a new 5-kw, RCA television transmitter—to be installed shortly—it is estimated that KSD-TV's effective radiated power of 20-kw will blanket 4,300 square miles . . . bring television within the reach of approximately 1,461,000 people.

Plans also include the installation of an RCA 10-kw FM transmitter. Simultaneous FM and TV broadcasting from a single antenna will be possible using RCA's recently announced triplexing system. Also on order is a new RCA mobile studio to simplify at-the-scene telecasting and relaying.

The *St. Louis Post-Dispatch*, owned by the Pulitzer Publishing Co., is one of the many leading newspapers and top broadcasters to select *television by RCA.* Everything needed to start *your* station is now in quantity production. Let us know your television plans *now* to assure early delivery of equipment. Write Dept. 18-D, RCA, Camden, N. J.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

WRRZ Takes Air as 1 kw Outlet at Clinton, N. C.

WRRZ Clinton, N. C. went on the air April 5 as a 1 kw daytime ABC affiliate on 880 kc. Station is owned by Tar Heel Broadcasting System Inc., which also operates WRRF and WRRF-FM Washington, N. C.

Staff members of WRRZ include: George Walston, formerly of WRRF, manager; Don Britt, formerly of WSJS Winston-Salem, program director; Herman Jolitz, chief engineer; Bob Bowden, engineer; Dick Welsh and Joe Tew, announcers, and Martha Joyce Ross, secretary and receptionist.

WRRZ studios are in Clinton's Butler Bldg. and the transmitter is located a mile and a half from the town. The transmitter is a Gates and the tower a Wincharger. A GE console is being used.

The station has contracted for AP wire service (PA), and is using World Transcription library.

WANTS BETTER SURVEYS

Archibald M. Crossley Hits Radio Research Rash, Finds Much Room For Improvement

ADVERTISERS have the right to expect a much more comprehensive program of radio research than they are now getting, Archibald M. Crossley, president of Crossley Inc. and a pioneer in radio measurements, told last week's radio luncheon group of the New York section of American Marketing Assn.

"The first essential in that program," he said, "is a true cross-section of individual men and women in the United States of all ages, locations and economic levels. Ratings are not enough, market coverage studies and many more things have got to come, and soon.

"The second essential is a sound approach to the research program in the light of real needs, not high-powered salesmanship, but help to the advertiser. Directly upon the networks the responsibility lies to determine whether their research will be designed to paint the rosiest picture for them or the truest picture for the advertisers."

Deploring the current rash of "ratingitis," Mr. Crossley said that a rating change of tenths of a point or even a full point is not worth getting excited about. He urged that ratings be given "a common sense interpretation."

Touching on projections to total listeners in the United States, Mr. Crossley said that BMB's station information and the Hooper Diary Service are "moves in the right direction" but not "the ultimate in cross-sectioning the nation."

RESULTS!

Increased Earnings!

Having been a salesman for 20 years . . . it is my recommendation that every radio salesman take your course, because it will pay for itself with handsome increased earnings.

Ed Birr
WHB, Kansas City, Mo.

Contracts Count!

Your ideas work when put into actual practice. To date we have secured 2 former advertisers and one new major account, as a result of ideas derived from your sales clinic.

G. Marshall Jordan
Commercial Mgr.
WCAR, Pontiac, Mich.

$30,000 SALES!

Guy Farnsworth, with no previous radio sales experience except your school, has secured in three weeks more than $30,000 time sales. Your sales training course certainly paid for itself.

Robert M. Beer
Manager
WATG-FM, Ashland, O.

There is still time to register for either school

Jefferson Hotel
DALLAS, TEX.
April 28-29-30

Piedmont Hotel
ATLANTA, GA.
May 26-27-28

Wire or airmail your registration for one of these schools

Radio Sales Training School

Conducted by

THE FRED A. PALMER CO. 702 UNION TRUST BLDG. CINCINNATI 2, OHIO

Fred A. Palmer, Pres.
The Fred A. Palmer Co.

INDIANA BROADCASTERS GIVING SCHOLARSHIPS

COMPETITION for the first annual radio scholarship awards for Indiana university students was announced last week by George C. Biggar, general manager of WIBC Indianapolis, for the Association of Indiana Broadcasters.

The contest is open to all juniors at Indiana colleges and universities. Awards of $100 each will be made to three students displaying the greatest skill in radio announcing and newscasting, specialty program writing and broadcasting, or original script and continuity writing.

In addition to Mr. Biggar who is chairman, the scholarship committee includes G. F. Albright, WBKV Richmond, Ind., Carl Vadagrift, WOWO Ft. Wayne, and John Carl Jeffery, former manager of WKMO Kokomo.

Judges will be chosen from the executive staffs of Indiana radio stations. Winners will be announced on or before June 7.

Dr. Leigh Named to Head Two-Year Library Survey

DR. ROBERT D. LEIGH, who recently completed his work as director of the Commission on the Freedom of the Press, has been appointed to head a survey proposed by the American Library Assn. Survey to be conducted under auspices of a special committee of the Social Science Research Council.

The Carnegie Corp. of New York, last week granted $175,000 for the project, which will be a two-year study of how well existing public libraries are serving American communities and whether libraries should become future custodians of non-commercial radio, films and television.

Dr. Leigh served during the war as director of the Foreign Broadcast Intelligence Service for the FCC and was the first chairman of the UN's monitoring committee on international radio broadcasts.

Anniversary Dinner

BENTON & BOWLES celebrated its 15 years of incorporation last Monday night with a dinner at the Waldorf-Astoria, New York. A gold watch and a special citation for service to advertising was presented to Atherton W. Hobler, chairman of the agency's board, who joined the organization at the time of its incorporation. Aside from Mr. Hobler, four other agency members were honored at the dinner for 15 years of agency service. They are Charles Faldi, vice president and chief art director; Beneta Cox, assistant account representative on General Foods; Julie King, in charge of consumer publicity service; and Lillian M. Mappus, media department, contracts and estimates.

WHEN THE CAT CHEWED GRASS IT WAS A SIGN OF RAIN

Not so many years ago, many farmers as well as other people relied on "sign" to forecast weather . . . when the cat chewed grass or there was a ring around the moon, it was a sign of rain.

Weather is especially important to the farmer . . . today, he is independent of unproved "sign" or even of his newspaper which may reach him a day too late. Today he uses his radio—and in 88 of the 254 counties in Texas, farmers and ranchers depend on WOAI.

Regular weather forecasts and warnings are but one type of the services afforded by WOAI to its huge audience. Daily market quotations keep the farmer and rancher up-to-date on prices . . . such programs as the Farm and Home Hour and the Texas Farm and Home Hour; Farm and Ranch Program; Farm News and various stock show broadcasts inform them of the latest developments in crop raising, the care of stock, farm and ranch legislation and other matters related to this tremendous agricultural industry.

Farmers, ranchers, oilmen and others living some distance from towns depend on WOAI even more than city audiences for entertainment suited to their tastes . . . and for features such as news and news commentaries, also.

WOAI is the only 50,000 watt clear channel broadcasting station serving 88 huge counties in Texas. Its listeners are also its "fans"—and its customers . . . WOAI serves all of them with the best.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST ----

WOAI *San Antonio*

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

50,000 WATTS *Clear* **CHANNEL**

PEORIA GOES TO A PARTY

Pioneer radio station WMBD Peoria, CBS outlet for Central Illinois, has an enviable reputation for doing things in a big way. No exception was the spectacular success of the station's final day's activities in a month-long 20th Birthday Celebration.

Some 14000 persons were the station's guests at the March 22nd Open House and entertainment pictured here. High spot was the personal appearance of Bob Hawk, also celebrating 20 years in radio. $2400 in prizes was donated by Peoria merchants.

The Biggest Show in Town was indisputably presented by WMBD as the King's Jesters (CBS), Bennett Sisters (CBS), and staff artists supported Hawk. WMBD is sincerely appreciative of the great response accorded its efforts and those of its great guest star, Bob Hawk. The occasion will be remembered. **WMBD — Peoria, Illinois**

GUESTS THRONG STATE ARMORY

BIRTHDAY PARTY of radio station was big event for entire community. Bob Hawk (2nd from left) was met at train by Edgar L. Bill, WMBD President, Carl O. Triebel, Peoria mayor, and Eugene A. Tetzlaff, President of Peoria Association of Commerce. Group then toured city with Hawk.

INVITATION to "come up and see us" resulted in listeners storming station's down-town studios and offices. Over 3000 people swarmed through in five hours. WMBD staff of 60 was hard-pressed to keep station on air in normal fashion as visitors gawked, talked. Big thrill was in meeting staff artists and announcers.

ORY AT PEORIA, ILLINOIS TO SEE BOB HAWK SHOW PRESENTED BY RADIO STATION WMBD AS PART OF 20TH BIRTHDAY PARTY.

ENTHUSIASTIC WINNER of valuable prize embraces Quizmaster Bob Hawk as Master-of-Ceremonies Milton Budd, of WMBD staff, and audience give way to merriment. Two shows packed in well over 11,000 people. Undeniably good time was had by all . . . station's domination and popularity conclusively shown.

INTERESTING FEATURE of the show was Miss Irene Kircher's rendition of "St. Louis Blues". Miss Kircher, now a secretary on the WMBD staff, sang the same number on the first musical program broadcast over the station in 1927. Many remembering original broadcast sent fan mail.

[advertisement]

Editorial

Lest You Forget

THE RADIO WRITERS Guild is talking strike against the major networks. Because it looks like a battle of the behemoths — networks against high-salaried craftsmen — there may be little disposition for others in radio to become concerned.

Is it that?

The RWG says it simply wants recognition for freelance writers. It contends that more than half its members earn less than $2,000 per year. What RWG doesn't state is whether these writers have any other income sources —from magazines, newspapers, motion pictures, or regular jobs.

Lest we get the impression that this is another garden variety labor negotiation, let's check back. In these columns on Jan. 20 we quoted from a pamphlet entitled "Communist Infiltration in the United States—Its Nature and How to Combat It." It was issued by the Chamber of Commerce of the United States. The passages quoted related to the plan spawned in Hollywood for the formation of an American Authors Authority, as a marketing monopoly which would copyright and lease to users all writings by American authors. It was to begin with scripts for screen and radio and articles for magazines. It would become exclusive agent for successful writers.

"It is obvious that these techniques are similar to those used successfully by Petrillo in forcing musicians to join his union and compelling radio and recording groups to follow his rule," said the Chamber's pamphlet.

RWG, along with the Screen Writers Guild was named as among the groups which "overwhelmingly" accepted the plan. RWG's present insistance that writers be given licensing rights to scripts and material certainly gives substance to this contention.

RWG's efforts are in the direction of formation of a writers' ASCAP.

RWG insists upon collective bargaining for freelance writers, the bulk of its membership. Yet there has never been a determination by the NLRB whether freelancers are independent contractors or employes. If independent contractors they cannot bargain collectively. It doesn't entail much depth to determine the hold RWG would get upon *all* writers if the freelancers are recognized as employes.

In considering the RWG demands, it is important not to overlook the broader AAA project. The AAA philosophy is toward regimented thinking. That is the cornerstone of Communism. Radio's use as an instrument of psychological warfare lies too recent in the memory of all of us to be ignored in any development which may be even remotely susceptible of being used to control the thinking of Americans.

BLUE BOOK feuding on the FCC now is in the open. Commissioner Durr accuses his colleagues of laxity and failure to fulfill "promises" on program regulation. The fact that the law precludes the FCC from control over programs is blithely ignored. The FCC of course, must bear the burden of internal discord which inevitably stems from so mischievous a document as the Blue Book, which Commissioner Durr now charges, has been bleached.

Station Population

BEFORE the Government economy wave, when questionnaire-itis was endemic, snowstorms of that multigraphed stuff flowed from FCC headquarters. Station managers, accountants, and clerks worked overtime. Now, happily, they're down to mere flurries. The Budget Bureau has seen to that.

An extracurricular shot emanated from the FCC the other day. It seeks information on construction costs, revenues and expenses of standard stations constructed since the end of the war. Without belaboring whether this questionnaire is good or bad, warranted or not, we agree it will yield interesting results.

The questionnaire is simple enough. In addition to investment, revenue and expense data, it carries a column headed:

Broadcast Income (or loss).

That parenthetical interrogatory may be prophetic. Since the war's end, the FCC has authorized upwards of 600 new standard stations; nearly 800 FM stations. It has granted several hundred stations modifications of facilities. It has more than doubled the station population (licensed and under construction).

What will the questionnaire returns show? We can merely surmise. There will be certain new stations, in markets which were underserved, that will show reasonable return. There will be others in major markets—daytimers particularly—that will show profit. In most cases, it will be found that these stations are operated by experienced broadcasters.

Then, there will be stations, in major and secondary markets alike, that will not be able to use black ink. These will be in markets already adequately served or overserved. Most of them are operated by neophytes in radio.

As new stations, already authorized, take the air, the competition will quicken. FM stations likewise will start in increasing numbers and will acquire audience, for the manufacturers are driving hard on FM distribution. Markets with one or two newspapers will have from two to seven stations.

When it comes to survival, sales ethics usually go out the window. Prices will be cut; rate cards become the asking price. Commercials that ordinarily hit the wastebasket will hit the air. The network outlets—usually the oldest established stations with the best assignments—will get the cream. And the fringers will fight for the crumbs.

Not a pretty picture. Probably not the picture that will show up in the FCC's survey. Only about 150 of the some 600 new AM stations are on the air, while about 200 of the 800 newly authorized FM stations are in operation.

What about a year from now? Still in the realm of surmise, but supported perhaps by the prewar actuarial figures: There will be many stations on the block. Others will have consolidated. Perhaps an FM network will be under way. But there will be talk of subsidies again, as there was before the war, when one-third of the stations were in red ink, and weekly and small daily newspapers were dying like flies.

There will be more stations making a living, but most of these will be operated by businessmen with the radio knowhow—not necessarily present day owners, but among the new crop of ownership who learned the rudiments as engineers, salesmen and operators, or at agencies.

A year from now, we venture, it won't be necessary to have a survey to get the answer.

Our Respects To—

RICHARD POWER DOHERTY

BACK in the early 20s a young physicist at Clark U., in Worcester, Mass., dabbled lightly in two abstract fields—jet propulsion and rockets—under the wing of the outstanding authority of that era in those arts, the late Prof. Robert Goddard. The earnest student was Richard P. Doherty, now director of employe-employer relations at the NAB.

At the same time Clark U. was famed for its group of sociologists and economists. Student Doherty soon found himself more concerned with human problems than the science of propulsion, a switching of interests that led him into one of the fastest developing arts of this decade—the art of industrial relations.

Probably it was a childhood influence that led to the decision. As a lad Dick had sat across the dinner table from the elder Doherty, hearing a recital of day-by-day labor and management problems at the textile mill in Wilton, N. H., which incidentally was his birthplace (May 5, 1905). As mill foreman, the family head saw both sides of controversies between workers and management.

Though young Doherty's avid interest in humans and the world they live in led to a magna cum laude at Clark in 1925, he found ample time for sports. A gnarled digit is a souvenir of the time he stopped a baseball in unconventional manner. He ran a fast hundred on the track team, and broad-jumped between heats. In winter he played basketball, college and semi-pro.

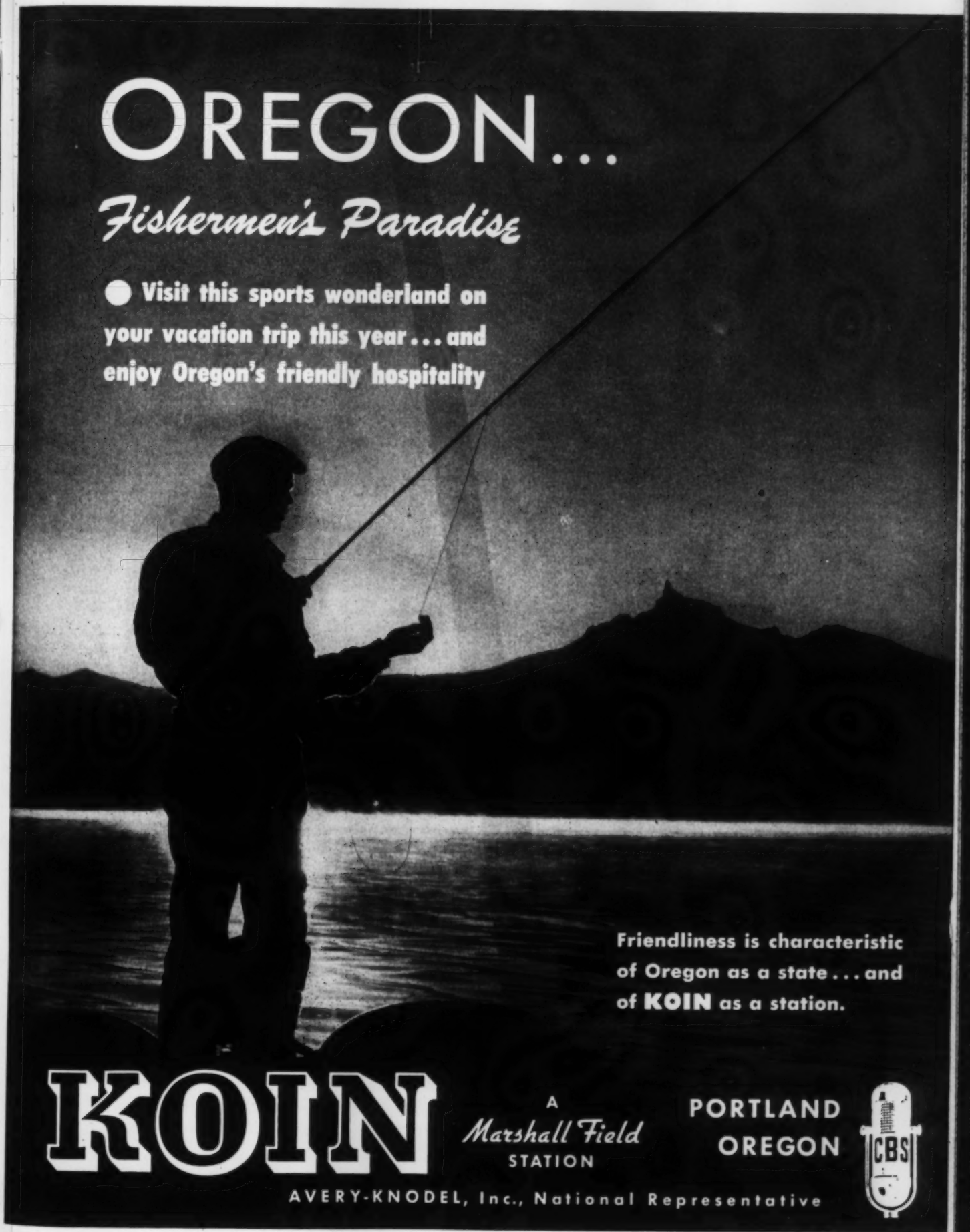
Emerging from Clark with an A.B., he went to Brown U. as a graduate fellow in economics, becoming assistant to the director of Brown's famed Bureau of Business Research. In 1928 Boston U. offered him a post on the faculty of its College of Business Administration.

There he became head of the Economics Dept. and professor of economics. And there he found himself consulted frequently on employe relations, especially after the NRA was formed in 1933 by President Roosevelt.

During the turbulent days of the 30s he served as arbitrator and as panel chairman for many types of labor disputes. Ever since he has been called on as arbitrator, conciliator and mediator of labor-management problems, as well as serving as management consultant to many New England firms.

Out of that combined campus and practical experience developed an idea that marks an epoch in labor relations. The idea crystallized in 1941 in the form of the Industrial Relations

(*Continued on page 54*)


OREGON...
Fishermen's Paradise
Visit this sports wonderland on your vacation trip this year... and enjoy Oregon's friendly hospitality
Friendliness is characteristic of Oregon as a state... and of KOIN as a station.
KOIN
A Marshall Field STATION
PORTLAND OREGON
CBS
AVERY-KNODEL, Inc., National Representative

Respects

(*Continued from page 52*)

Council of Metropolitan Boston. Since its formation he has been executive director, giving up the post to take the NAB employer relations directorship.

The Boston idea, once a daring experiment, now promises to become the pattern for a nationwide series of labor-management council. The idea is simple. It consists of representatives from industry and labor unions in the Greater Boston area. They seek better understanding; better industrial relations; amicable settlement of disputes without recourse to governmental intervention.

They not only seek these desirable developments; they get them, and all eyes in the industrial and labor world have been watching the success of the undertaking. In the process Mr. Doherty has acquired an intimate and practical knowledge of labor-management problems and operations, and enjoys the confidence of both groups. He has been called in as consultant and speaker in all parts of the country, and has written many articles on the subject, as well as four books.

In 1944 he organized and directed a weekly *Radio Forum* on WEEI Boston, conducted without script as a candid broadcast of timely and important industrial relations problems. His wartime record included Fuel and Food Administrator, Massachusetts; Deputy Executive Director, State Civilian Defense Council; Chairman, East Coast War Services Conference. Later he became a member of the U. S. Chamber of Commerce national economic policy committee and President Truman's Labor-Management Conference.

Reduced to their essence, Mr. Doherty's labor relations ideas are simple. First, he figures management should devote as much thought to human engineering as to production engineering; when they are integrated, a major step has been good industrial relations. Labor, too, has responsibilities and must recognize management's rights, he believes. Perhaps one word—teamwork—based, of course, upon mutual responsibility, best describes the Doherty theory, a theory that is enjoying wide acceptance in the industry.

At NAB Mr. Doherty has developed a complete employment relations service, aided by a staff of specialists familiar with all phases of the subject.

In his trade association work he gets all over the country, which isn't too bad because traveling is a hobby with him. But his other hobby, photography, was dropped when war work took over all of his time. Not a joiner he belongs to only one club, Boston's Algonquin Club. He married Dorothea Sullivan, of Belmont, Mass. They have one child, nine-year-old Judith.

MURROW AND SHIRER DEBATE AT LUNCHEON

A SCHEDULED discussion of "Freedom of the News" at the Overseas Club luncheon in New York last Wednesday turned out instead to be an airing of differences between William Shirer, recently resigned CBS commentator, and his former boss, Edward R. Murrow, CBS vice president and director of public affairs.

The "real reason" that CBS accepted his resignation was unknown to Mr. Shirer, the commentator said. "It is true that CBS did offer me some other time on the network . . . after 11 p. m.," Mr. Shirer continued.

Mr. Murrow pointed out that Mr. Shirer had a contract with CBS and an independent contract with the sponsor, and when the latter decided not to renew its option on the commentator CBS had to decide: (1) whether to continue Mr. Shirer on a sustaining basis, (2) replace him with another program acceptable to the sponsor or (3) replace him with a man who because of his news sources, background, etc., could do a better job.

The decision to switch Mr. Shirer out of the Sunday period was taken to improve the sum total of the CBS news analysis and news broadcasts, said Mr. Murrow.

Radio Club Elects

TORONTO RADIO Executives Club at its annual meeting April 9 elected Spencer Caldwell, transsciption division manager, All-Canada Radio Facilities, as president. He succeeds James Knox, now of MacLean-Hunter Publications. Other officers elected were Sid Lancaster, Radio Representatives Ltd., vice-president; Ted Rutter, statistician of Horace N. Stovin Co., treasurer; Wally Slater, Radio Representatives, Ltd., secretary. William C. Wright, founder of the club, who operates a station representative business under his own name, was voted a life member.

Swiss Delegates

FRANZ VON ERNST, Director of the Bern (Switzerland) Bureau of Telecommunications is expected to arrive in New York City April 21. He will be accompanied by Vice Director Gerald E. Gross. They will spend a week in New York and then proceed to Atlantic City to prepare for the International Telecommunications Conference beginning May 15.

Heads European RCA

VICE-ADMIRAL WILLIAM A. GLASSFORD, USN (RET.), has been appointed European manager of RCA with headquarters at London, Brigadier General David Sarnoff, president of RCA, has announced.

MANAGEMENT

WILLIAM M. CARPENTER, local sales manager of WLOW Norfolk, Va., has been appointed station manager. Mr. Carpenter previously was with WGKV Charleston, W. Va., and WDNC Durham, N. C.

JOHN LOFTUS has been appointed general manager of KRIG Odessa, Tex. He formerly was general manager of KPAC Port Arthur, Tex.

Mr. Loftus

WALTER S. LEMMON, president of World Wide Broadcasting Foundation, Boston, and **EDWARD R. MURROW,** vice president of CBS, will address New School for Social Research, New York, April 22 and 29 respectively. Mr. Lemmon will deal with postwar tasks of international broadcasting and Mr. Murrow with new developments in that field.

A. J. HOPPS, assistant manager of CFRN Edmonton, Alta., has been appointed to board of governors of Edmonton's Mayfair Golf and Country Club.

MARK WOODS, ABC president and **JOHN H. NORTON, Jr.,** vice president in charge of stations for ABC, addressed closed meeting of network's affiliates from northeastern district at one-day session held April 10.

DONALD W. THORNBURGH, CBS Western Division vice president, is in New York attending meetings of networks O. & O. stations.

CLARENCE M. GARNES, former assistant manager of KRIG Odessa, Tex., has been named general manager of KSEK Pittsburg, Kan., new 250-w station on 1340 kc, to begin operations June 1.

GLENN SNYDER, vice president and general manager of WLS Chicago, last week entered Passavant Hospital in Chicago, for an operation.

LLOYD E. YODER, general manager of KOA Denver, has been elected president of Denver Rotary Club.

THELMA KIRCHNER, manager of KGFJ Hollywood, and **PAUL FORREST,** promotion manager, are in New York for formal presentation of CCNY public service award.

LOUIS WASMER, owner and general manager of KGA Spokane, Wash., has been appointed one of six members of newly created Washington State Aeronautics Commission.

W. G. SKELLY, director and chief owner of KVOO Tulsa, Okla., has been named "Tulsa Man of the Year" by the Green T Club, civic group.

WNOX Knoxville, Tenn., has been awarded broadcasting rights for 1947 schedule of U. of Tennessee football games.

MORE LISTENERS THAN ANY TWO PRIVATE COMMERCIAL STATIONS IN THE HUNDRED MILLION DOLLAR RETAIL MARKET OF EASTERN CANADA

B.B.M.
5000 WATTS
630 KC

Ask Jos. Weed & Company
350 Madison Ave., N. Y.

CFCY

The Friendly Voice of the Maritimes
CHARLOTTETOWN

YOU MIGHT PLAY BILLIARDS FOR A BILLION YEARS*—

BUT—YOU COULDN'T "BANK" INTO WESTERN MICHIGAN WITHOUT WKZO-WJEF!

According to C. E. Hooper, WKZO-WJEF in Grand Rapids-Kalamazoo do a better job in these markets than ALL stations of any other network, *combined.*

Our daytime figures are comparatively better than at night—but from 6 p.m. to 10 p.m. the Shares of Audience are as follows: WKZO-WJEF, 37.3% . . . *all* other CBS, 6.7%. . . *all* NBC, 36.9% . . . *all* ABC, 11.0% . . . *all* MBS, 6.7%!

To you who know WKZO-WJEF's better programming—and to you who understand the wall of fading that isolates Western Michigan from "outside" stations—these figures will be no surprise. To everyone else, we sincerely say . . . *if you investigate, you'll buy WKZO-WJEF.*

**Playing 24 hours per day, it would take you that long to make all the 63 quadrillion possible shots, in billiards.*

WKZO
FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

George Biggar Is Named To NAB Code Committee

GEORGE C. BIGGAR, manager of WIBC Indianapolis, has been named to the NAB Special Standards of Practice Committee, now in the process of developing a new code for the association.

NAB has named the following committee chairmen for the 8th District: Program, Worth Kramer, WJR Detroit; Public Relations, Clarence Leich, WGBF Evansville; Small Market Stations, D. E. Jayne, WELL Battle Creek; Employe-Employer Relations, Mr. Biggar; Engineering, Donald A. Burton, WLBC Muncie, Ind.; Sales Managers, Harry W. Betteridge, WWJ Detroit.

RMA Schedules Industrial Relations Seminar In May

THIRD Industrial Relations Seminar will be held May 7-8 by Radio Manufacturers Assn. at the Hotel Pennsylvania, New York, with leaders in the labor relations field scheduled to address the meeting. Presiding will be Glenn W. Thompson, Noblitt-Sparks Industries, chairman of the RMA Committee on Industrial Relations.

Speakers include Dr. M. S. Viteles, director of personnel research and training, Philadelphia Electric Co.; Edgar L. Warren, director, U. S. Conciliation Service; Albert Ramond, president Albert Ramond & Assoc., New York.

ALLIED ARTS

H. G. ALEXANDER, formerly with Gates Radio Co., Quincy, Ill., has joined Collins Radio Co., Cedar Rapids, Iowa, opening offices in Omaha, Neb. at 5131 N. 23rd St. Telephone: Kenwood 0806. Mr. Alexander will handle sales in Kansas, Nebraska, Colorado, Wyoming, Montana, North and South Dakota.

MICHAEL ELLIOT, former sales promotion manager of Musicraft Corp., New York, and more recently general sales manager of Larry Finley Inc., that city, has been named east coast director of Davis Weiss Inc., New York publicity firm.

STEVE de BAUN, formerly with NBC's press department, has been appointed publicity director of new RCA showroom which will open soon at 36 West 49th St., New York City.

VERGINIA EVANS, formerly with publicity staff of MBS Chicago, has joined Public Relations Affiliates, Chicago, as head of women's events department.

LAWRENCE PHILLIPS, executive vice president of USO Camp Shows, has joined Allen B. Du Mont Labs., New York, as consultant in management. He will continue with USO until its dissolution at end of this year, in addition to working with Du Mont.

FRED E. RUSSELL, who has been with Sylvania Electric Products Inc., New York, since 1943, has been appointed controller for central engineering department of Sylvania. He will take charge of general business and accounting of company's research, advance development and metallurgical research laboratories in Long Island area.

L. JOHN DENNY, former technical director of IT&T's telephone properties in Spain, has been elected vice president of Federal Telephone and Radio Corp., New York, domestic manufacturing affiliate of IT&T.

FRED L. BARTLEY has been appointed field service representative in Sunbury, Pa., for Westinghouse Home Radio Division. **RALPH S. KERSTETTER** has been named field service representative in St. Louis, **ALFRED H. KUTTRUFF** in Chicago, and **HAROLD A. LORING** in Atlanta.

WILLARD L. DOUGHERTY, former program manager of WPIK Alexandria, Va., and previously special events director of WKBN Youngstown, Ohio, has joined Radio Capitol Services, Washington News Bureau, as chief of radio productions division of bureau.

JOHN K. McDONOUGH, former director of purchases of Colonial Radio Corp., Buffalo, subsidiary of Sylvania Electric Products, has been appointed assistant to vice president in charge of operations of firm. **JAMES H. DRAY**, former assistant to general manager of Sylvania's fixture division, succeeds Mr. McDonough as director of purchases for Colonial.

WILLIAM MEYER, former advertising manager of Tele-Tone Radio Corp., New York, has been appointed advertising manager of De Jur-Amsco Corp., Long Island City (electrical indicating instruments).

JOHN BATTISON, developmental engineer at KMBC Kansas City, has resigned to become design engineer of high frequency transmitter section of Federal Telephone and Telegraph Corp.

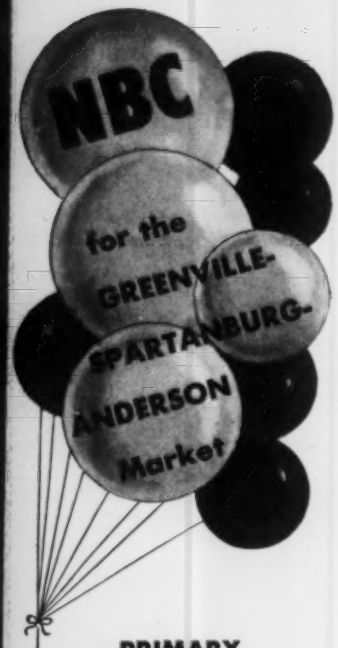
ED DORRITY, production chief of Radio Package Features, New Orleans, and **JANE MILLET**, with New Orleans AP office, have announced their engagement.

CARLTON A. JOHANSON, formerly advertising manager of Rheem Mfg. Co., San Francisco, is opening own San Francisco public relations firm. He will continue to handle public relations for Rheem Co. on external basis.

HUMMERT RADIO FEATURES, New York, has been presented War Dept. certificate of appreciation for contributions to War Dept. in writing, producing and directing radio shows in support of war effort.

NEIL McDONALD, executive of Bernie Milligan Publicity & Public Relations Service, Hollywood, is on seven week survey of 40 states to see what radio editors want in the way of news originating from that city.

COMMODORE PRODUCTIONS, Hollywood packager of live and transcribed shows, has moved to 1350 North Highland.



PRIMARY COVERAGE of 13 Counties —South Carolina's leading market

648,661 PEOPLE
. . . 92,588 RADIO HOMES

RETAIL SALES $124,979,000

Represented by AVERY-KNODEL, Inc.

WFBC
GREENVILLE
SOUTH CAROLINA
NBC 5000 WATTS DAY or NIGHT

getting ready to give 'em
BOTH BARRELS!

Yes, powerful doin's are going on down Texas way... for KPAC* in Port Arthur, is now under construction with its plans to deliver a market substantially more than *two hundred million dollars* in annual retail sales!

5,000 Watts Daytime
1,000 Watts Nightime

First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

*Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

KPAC
Mutual Broadcasting System
MBS BMB

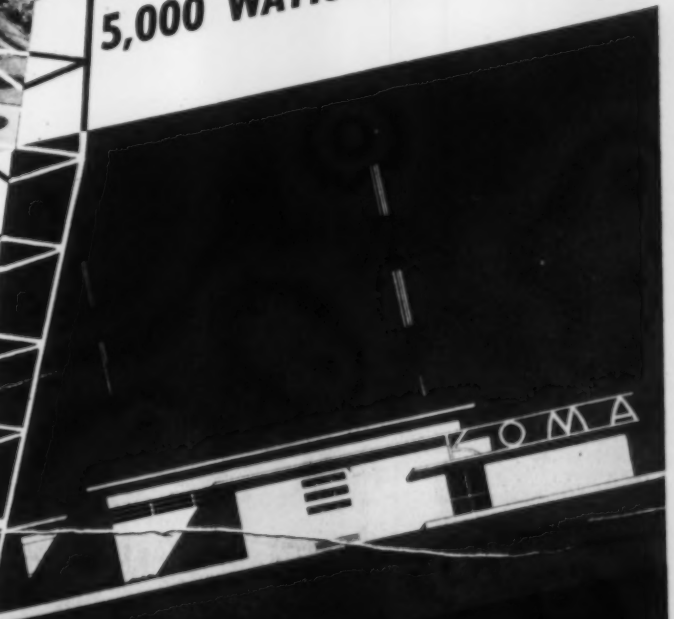
PHILADELPHIA'S No. 1 Disc Jockey
Doug Arthur with Danceland
10,000 Watts WIBG

Double Duty!

FOR RADIO ADVERTISERS

KTUL

TULSA'S ONLY
EXCLUSIVE RADIO CENTER
5,000 WATTS—DAY AND NIGHT



KOMA

OKLAHOMA CITY'S
ONLY 50,000
WATT STATION

The Sooner Twins

REPRESENTED
NOW BY . . . .
Avery-Knodel, Inc.

★ OKLAHOMA'S ONLY CBS OUTLETS...

Perfect Coverage in
Oklahoma and the Southwest

"Say It Twice For One Price!"

cover Texas' Twin Cities with KFJZ-WRR

Two vigorous 5000-watt stations are now teamed up to hit a billion dollars worth of buying income with double force . . . and at one budget-saving price . . .

Schedule your broadcasts over both stations simultaneously or at separate hours—and two big, rich markets get a one-two sales punch that means results!

The Dallas-Fort Worth markets are BIG markets—with the KFJZ-WRR combination, you can do BIG things in both of them.

TEXAS' BEST RADIO BUY
KFJZ FT. WORTH — WRR DALLAS
TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE
WEED AND COMPANY
NEW YORK · DETROIT
SAN FRANCISCO · CHICAGO
BOSTON · ATLANTA
HOLLYWOOD

SPONSORS

RICHARD HUDNUT, New York, will introduce a new line of hair preparations this summer on its CBS "Jean Sablon Program." Show now advertises Du Barry products. Agency, Kenyon & Eckhardt, New York.

PREVIEW FASHIONS, New York (mail order apparel), has appointed Rodgers & Brown, New York, to handle advertising. Radio will be used.

REXALL DRUG Co., Los Angeles (retail chain), has started five weekly live "Facts & Fallacy" program on KHJ Hollywood, and six weekly "Rexall Sports Reporter" and 15-minute "Chet Huntley's News Analysis" on KNX Hollywood. Agency: BBDO, Los Angeles.

QUENCH Co., Seattle (Quench soft drink), has appointed Mac Wilkins, Cole & Weber, that city, to handle advertising. Radio will be used in selected Pacific Northwest markets.

CENTRAL CALIFORNIA BERRY GROWERS Assn., San Francisco (cooperative), has appointed Botsford, Constantine & Gardner, that city, to handle advertising. Radio will be used.

HOEFLER CANDY Co., San Francisco, has appointed Frank Wright National Co., that city, to handle advertising in 11 western states. Radio is currently being used locally and will be expanded to include other areas.

CARIBE MOTORS, Puerto Rican distributors for Chevrolet, Buick and Cadillac motor cars and Fruehauf Trailers, will soon sponsor new program, similar to March-of-Time, dramatizing various localities on the Island. Puerto Rico office of McCann-Erickson, handles account.

NEW YORK UPHOLSTERING Co., Plymouth, Pa., has appointed Rodgers & Brown, New York, to handle advertising. Firm began half-hour record program Apr. 14, seven times weekly, 1:30-2 p.m., on WILK Wilkes Barre, Pa.

GEORGE WESTON Ltd., Winnipeg (bread and cakes), has started 78 quarter-hour programs of transcribed show "The Wifesaver" on 12 western Canadian stations. Transcriptions were sold by All-Canada Radio Facilities, Winnipeg.

CANADIAN OIL Ltd., Montreal (oil and gasoline), is starting transcribed program "London Playhouse" on number of Canadian stations. Agency: McConnell Eastman & Co., Montreal.

BLUE RIBBON Corp., Toronto (food products), has started 5 minute transcription "Time to Sing" on western Canadian stations. Agency: Cockfield Brown & Co., Toronto.

MUTUAL LOAN Co., LAGOON AMUSEMENT PARK, and **O. C. TANNER** (manufacturing jewelers), all of Salt Lake City, have appointed Cooper & Crowe Adv., that city, to handle advertising. All accounts will use radio.

HERSCHEL W. McCALLEY, former personnel manager for the X-Ray Division of General Electric Co., Chicago, has been appointed personnel manager of Igleheart Bros., Evansville, Ind. unit of General Foods Corp.

WESTERN HARNESS RACING Assn., Los Angeles (harness racing), April 14 started heavy spot announcement campaign on 16 Southern California stations. Contracts are for 6 weeks. Agency: Smith, Bull & McCreery Adv., Hollywood.

TILFORDS RESTAURANT, Los Angeles, has appointed Atherton & Co., Hollywood, to handle advertising. Radio is being used.

BEVERWYCK BREWERIES, Albany, N. Y. (beer), has renewed for 52 weeks News Service broadcasts on Yankee Network, Mon., Wed., Fri., 11-11:10 p.m. Agency: Peck Adv., New York.

Export Advertising Assn. Annual Meeting April 30

ANNUAL MEETING and elections of the Export Advertising Assn., will be held April 30 at the Belmont-Plaza Hotel, New York. J. B. Powers, president of the association, has been nominated for reelection; Arthur A. Kron, treasurer of the association and executive vice president of Gotham Adv. Co., has been nominated for vice president; Walter R. Bickford, editor of *Export Trade and Shipper*, is on the list for reelection as secretary, and Paul R. Kruming, president of National Export Adv. Service, as treasurer.

Zobian Switches

ERNEST P. ZOBIAN, formerly vice president in charge of drug advertising at Pedlar & Ryan, New York, has joined the New York offices of Dancer-Fitzgerald & Sample in charge of Kolynos Tooth Paste, Kolynos Tooth Powder, Hill's Cold Tablets, Heet Liniment, Freezone, Mystic Hand Cream and other products of the Whitehall Pharmical Co. Division of American Home Products Corp., New York.

TURNTABLE

GUY F. ZWAHLEN, former commercial manager of WLOK Lima, Ohio, has joined Frederic W. Ziv Co., Cincinnati, as account executive.

STANTON KRAMER, former special events director of WGN Chicago, has been appointed vice president in charge of sales in nine western states for Finley Transcriptions Inc., Los Angeles.

NEIL MacDONALD, formerly with art department at Arthur Kudner Inc., New York, has been appointed head of advertising department of Signature Records, New York.

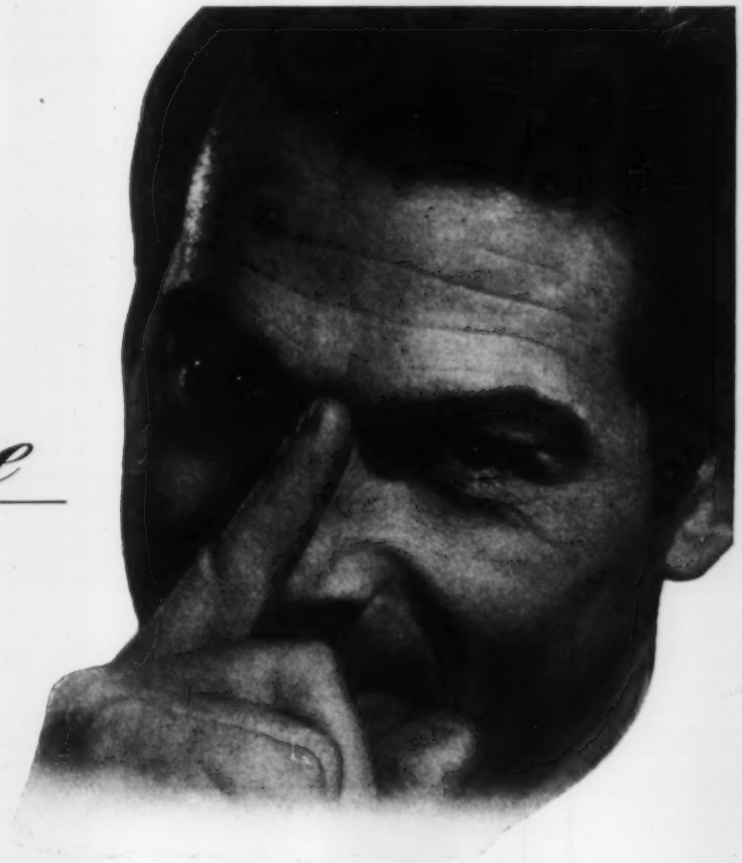
GARRY CARTER, president of Garry Carter Inc., New York, and managing director of Frontenac Broadcasting Agency, Toronto, is starting new recording plant at Toronto, Canadian Record Processing Corp.

REK-O-KUT Co., New York (recording machines), has produced new transcription and recording cabinet for use in transcription and recording studios. Designed specifically to mount various Rek-O-Kut recordings, cabinet has drop front door with self-contained pockets for holding 100 16-inch records. Outlets and terminal blocks for motor line and pickup are mounted on motor board.

IN CHATTANOOGA
THE OUTSTANDING STATION FOR 21 YEARS HAS BEEN
WDOD
first in ADVERTISING LISTENER ACCEPTANCE PUBLIC SERVICE
CBS
5,000 WATTS DAY AND NIGHT
NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

WBTM
DANVILLE, VIRGINIA
*The Voice of the Rich Piedmont Region**
(SOON 5000 WATTS)
PHONE SANDY GUYER
DANVILLE 2350
** BMB says 95 percent of the families in Danville and Schoolfield listen to WBTM regularly.*
American Broadcasting Company

PROFESSIONAL PERFORMANCE—that keeps the original sound alive!



always on the nose

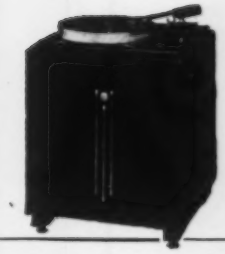
—with split-second timing at 33.3 rpm

The way to a listener's pocketbook is through his ears. Give him the last full note of every record . . . a natural unhurried ending to every story on the program — and you'll keep him in a receptive mood for your spot commercials.

But cut his entertainment short; or mar its quality with speedups or slowdowns to compensate for faulty drive timing — and you'll never get his pocketbook open.

Professional recording and playback require precision timing. In maintaining broadcasting schedules, where seconds count, you're offered the positive Fairchild direct-from-the-center turntable drive, shown above. Rim or belt driven tables cannot duplicate Fairchild's split-second timing. The 33.3 rpm speed is obtained through a gear-and-worm reduction of its 1,800 rpm synchronous motor speed. The 78 rpm speed is obtained through a precision friction-ball-race stepup.

Fairchild's precision timing is available on Transcription Turntables, Studio Recorders and Portable Recorders designed in close collaboration with AM and FM broadcast and recording engineers to meet and exceed very exacting professional requirements for lateral recording on acetate or wax masters at 33.3 and 78 rpm. For complete information — *including prompt delivery* — address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.



Transcription Turntables
Studio Recorders
Magnetic Cutterheads
Portable Recorders
Lateral Dynamic Pickups
Unitized Amplifier Systems

Fairchild CAMERA AND INSTRUMENT CORPORATION

AM FM SOUND EQUIPMENT

NEW WJHP LISTENERS AT THE BEACHES...

WJHP'S NEW 5000 WATT TRANSMITTER puts your message through to an ever-increasing audience in the YEAR 'ROUND market of greater Northeast Florida.

Take the Jacksonville Beaches, where the summer season is already in full swing! WJHP reaches all of these free-spenders, in addition to the increased population of permanent residents. Why not take advantage of this bonus listenership?

In Florida's Greatest YEAR ROUND Market

Buy WJHP MUTUAL

Jacksonville, Florida
5000 WATTS

National Representatives
JOHN H. PERRY ASSOCIATES
New York . Philadelphia . Detroit . Chicago . Atlanta

AGENCIES

DANIEL M. GORDON, media manager of Ruthrauff & Ryan, New York, has been elected vice president and media director of agency.

RICHARD MARVIN, former radio director at Ward Wheelock Co., Philadelphia, William Esty & Co., New York, and J. Walter Thompson Co., Chicago, has joined Grey Adv. New York, as radio and television director.

BARRON R. PROCTOR, with Lennen & Mitchell, New York, since 1943, has been elected treasurer and a director of agency.

ERWIN SPITZER, formerly of Morton Freud Adv., New York, and **HENRY RUBIN**, formerly of Henry Rubin Adv., have formed new agency, Lexington Adv., at 40 W. 46th St., New York.

HENRY H. HAUPT, executive assistant to vice president in charge of western offices of BBDO, and **KEITH KIMBALL**, vice president of BBDO, have been elected to agency's board of directors.

JIM McGARRY, of BBDO, New York, radio publicity department, is the father of a girl, Sheila Maureen, born April 15.

RICHARD L. HIXSON, production manager of Marion E. Welborn & Assoc., Los Angeles, has shifted to R. W. Webster Adv., that city, in similar capacity.

LYLE GUNDERSON, formerly with J. Walter Thompson Co., and J. R. Pershall Adv., Chicago, has joined H. W. Kastor & Sons Adv., Chicago, as production manager.

SAMUEL BERMAN, formerly of advertising staff of Philadelphia Record, has joined May Adv., Philadelphia.

E. T. McBREEN, of J. Walter Thompson Co., Chicago, has been appointed president of newly-founded Adv. Agency Production Men's Club of Chicago. Other officers are **VAUGHAN JONES**, of Hill Blackett & Co., vice-president; **FRED E. TULP**, of Henri, Hurst & McDonald Inc., treasurer and **HENRY OBERSTER**, of Young & Rubicam, secretary.

WILLIAM J. GREEN, formerly in charge of production at WRNL Richmond, Va., has joined creative staff of Knollin Adv., San Francisco.

HOWARD BERNARD SHAW, formerly with Interstate Department Stores Inc., Illinois, has joined New York office of Wilson, Haight & Welch.

FREDERIC APT, formerly with Compton Adv., New York, and more recently with Forjoe & Co., and Donald Cooke Inc., has joined media department of Benton & Bowles, New York.

ARTHUR N. HOSKING Jr., has resigned as executive vice president of Baker & Hosking, New York. Agency's name and organization remains unchanged.

KAY TURPIN, formerly with promotion department of ABC Chicago, has joined Schoenfeld, Huber & Green, Chicago, as assistant to **E. J. HUBER**.

JOAN BOOGAR, junior account executive of Smith, Bull & McCreery Adv., Hollywood, has resigned to become assistant to general manager of Ice Follies of 1947.

JOHN HANSEN, account executive of Knollin Adv., San Francisco, has shifted to agency's Los Angeles office in similar capacity.

HARRINGTON & BUCKLEY Adv., San Francisco, has changed name to Harrington, Whitney & Hurst Inc. **EUGENE I. HARRINGTON** is president, with **PETER HURST** vice president and San Francisco resident manager. **GEORGE WHITNEY** is vice president and resident manager of Los Angeles offices [BROADCASTING, March 24].

WILLIAM RANDOL Jr., formerly on production staffs of Don Lee Broadcasting System, and CBS Hollywood, has joined Bill Kelso Adv., Hollywood, as account executive.

HARRY RAUCH, Young & Rubicam, New York, radio publicity director, April 17 was guest lecturer of Publicity and Adv. Society of City College of New York.

AL HELFER, former announcer and narrator on CBS and NBC programs, and previously sportscaster at WLW Cincinnati, joins Walter Haehnle Adv., Cincinnati, as an account executive, effective May 1.

SAM PIERCE, who has been with Ruthrauff & Ryan, Hollywood, since 1942, has been elected a vice president of agency.

JACK CARSON, with N. W. Ayer & Son, New York, for 10 years, has joined Lennen & Mitchell, New York, as an account executive.

MERRITT E. WILLEY, former account executive of Tullis Co., Los Angeles, has joined Harry J. Wendland Adv., that city.

BEN PAULSEN, former advertising manager of Roux Inc., New York, and **JAMES L. FALLON**, former advertising director of Allied Studios Inc., Henderson, Nev., have joined Davis & Co., Los Angeles.

ALLEN W. SCHMIDT, account executive of McCarty Co., Los Angeles, has resigned to join Mann Adv. Co., that city, as partner.

MERLE W. MANLEY, secretary-treasurer of Botsford, Constantine & Gardner, Portland, has been elected president of Oregon Chapter, American Assn. of Adv. Agencies.

MARTIN FLEER, former head of own publicity firm, Fleer Assoc., New York, has been appointed director of Morison-Norell, New York.

STANLEY SCHLENTHER, former director of advertising for international division of TWA Airlines, and prior to war, account executive with Beaumont & Hohman, Kansas City, has joined Fuller & Smith & Ross, New York, as account executive.

WILLIAM H. HINES, former member of board of directors and copy director of Goold & Tierney, New York, and prior to that assistant account executive with Wortman, Barton & Goold, New York, has joined Kiesewetter, Wetterau & Baker, New York, as an account executive.

Aid Delinquency Fight

NATIONWIDE support is developing for the campaign against juvenile delinquency started in March by NAB President Justin Miller [BROADCASTING, March 24], with some 300 stations already pledged to take part in local drives. Working at the community level, stations are bringing together local groups to coordinate their efforts. In a second letter to stations Judge Miller included a detailed list of suggestions and asked that stations keep in touch with NAB on local developments.

"Ever since WFDF Flint started broadcasting the 'Court of Missing Heirs', Father keeps reviving our ancestors."

*You're in good company on KMPC**

Albers Milling Company
Bank of America
Bulova Watch Company
Colgate-Palmolive-Peet
Cresta Blanca Wines
Garrett Wine
Langendorf Bread
Milani Foods
Oldsmobile
Pacific Telephone & Telegraph
Ralston-Purina
Rexall Drug Co.
Rit Dye
Saturday Evening Post
Simoniz Company

KMPC*

710 KILOCYCLES • LOS ANGELES
G. A. RICHARDS, PRESIDENT • R. O. REYNOLDS, VICE PRES. & GEN. MGR.
REPRESENTED BY PAUL H. RAYMER COMPANY

*Practically Compulsory

IMPORTANT FACTS GATHERED FROM
ONE OF THE LARGEST LOCAL SURVEYS
IN RADIO RESEARCH HISTORY

WTMJ evening programs deliver lion's share of listeners

The survey of greater Milwaukee listening habits, covering over 74,000 completed calls, proves that WTMJ gives advertisers a substantial bonus over national averages.

Look at these facts. Here are a few typical WTMJ nighttime ratings.

RATINGS FOR NBC PROGRAMS CARRIED BY WTMJ

1:00–1:30 PM	RCA Victor Show	Sunday	17.9
1:30–2:00 PM	Harvest of Stars	Sunday	17.6
2:00–2:30 PM	Shaeffer Parade	Sunday	14.9
6:30–7:00 PM	Fitch Bandwagon	Sunday	27.5
7:00–7:30 PM	Cavalcade of America	Monday	18.4
7:30–8:00 PM	Voice of Firestone	Monday	15.8
7:30–8:00 PM	Date with Judy	Tuesday	23.6
9:00–9:30 PM	The Fabulous Dr. Tweedy	Wednesday	15.8
9:00–9:30 PM	Abbott & Costello	Thursday	24.7
8:00–8:30 PM	People Are Funny	Friday	19.7
7:00–7:30 PM	Life of Riley	Saturday	32.7
7:30–8:00 PM	Truth or Consequences	Saturday	30.4

By every measure, by every test WTMJ delivers most of the listeners . . . most of the time, morning, noon and night. WTMJ gives advertisers more listeners per dollar, hour after hour, every day of the week.

The coincidental survey proves that between 7 A.M. and 10:30 P.M. **47.6%** of the sets in use are tuned to WTMJ. This is **220%** more listeners than the second Milwaukee station and more than **900%** greater than the third Milwaukee station.

For full information on WTMJ availabilities, contact Petry. See how you can have greater audiences and greater results for your Milwaukee advertisers.

WTMJ
Radio Pioneering

Milwaukee Journal FM Station, WTMJ-FM, the first FM station west of the Alleghenies continues to deliver an ever increasing share of the Milwaukee radio audiences. Late 1947 or early '48 will see WTMJ-TV, Milwaukee Journal Television Station, take to the air with commercial programs. WTMJ-TV has been developing television program techniques, on an experimental basis, since 1945.

THE MILWAUKEE JOURNAL STATION

BASIC NBC

NATIONAL REPRESENTATIVE, EDWARD PETRY & CO., INC.

PRODUCTION

HOWARD KEEGAN, former NBC program director in New York, has been appointed program consultant of WCFL Chicago, for purpose of preparing for expanded program operation.

JACK LUND has been named supervisor and senior announcer at KFXJ Grand Junction, Colo. **HELEN R. ROSE** has been appointed KFXJ director of women's programs. **JOHN D. PUTER**, Army veteran, has joined KFXJ announcing staff, and **WARREN E. CLARK** has joined station as writer and announcer.

ROY A. MEREDITH, production director of WPEN Philadelphia, was awarded honorary life membership in Confederate Memorial Literary Society of Richmond, Va., as result of his book, "Mr. Lincoln's Camerman: Matthew B. Brady."

ELLEN STAPP has joined KTSA San Antonio, Tex., as continuity writer.

BRUCE EAGON, announcer at KVOO Tulsa, Okla., is back on job after serious illness. **JIM TODD**, scheduled to leave announcing staff of KVOO to manage new station planned at Woodward, Okla., will continue at KVOO indefinitely. Woodward station plans are being held in abeyance pending rebuilding of town which was struck by tornado in early April.

JESSALYN JONES has joined WCAP Asbury Park, N. J., as music and script librarian and assistant program director.

JOHN SADLER, announcer at WIRA Ft. Pierce, Fla., has been named program director.

CHARLES GAYLORD, former announcer with WMFD Wilmington, N. C., and WTIK Durham, N. C., has rejoined WMFD as program director.

BOB FORSTER, HAL VENHO and **BOB HACHA**, all veterans, have joined program department of WICA Ashtabula, Ohio.

PETER PROUSE, former head of curriculum and instruction for Army's theatre information and education staff school at Frankfurt, Germany, has joined CBS Hollywood, as executive assistant to **ERNEST H. MARTIN**, director of network programs. Mr. Prouse formerly was program director of WPRU Princeton U., Princeton, N. J.

MARJORIE ROSS, member of continuity department of WDGY Minneapolis, and Jack Nosbush, have announced their marriage.

TOM BRENEMAN, host of ABC's "Breakfast in Hollywood" program, has been elected to serve his third term of honorary mayor of Encino, Calif.

EXPANDING Intermountain Network operations will be in charge of this trio (l to r): Stan Farnsworth, farm program director, who held similar post at KSL Salt Lake City before taking present job; Arch M. Madsen, general manager, formerly assistant to manager at KSL and previously manager at KID Idaho Falls and KOVO Provo; Craig Rogers, program director, formerly of KALL and KDYL Salt Lake City.

JACK SULSER, staff announcer of WHBF Rock Island, Ill., and student of Agustana College, has been selected to attend International Relations Conference at Butler U., Indianapolis.

JERRY HENDRIKSEN, member of staff orchestra of WDGY Minneapolis, leaves for Norway next month on concert tour with Minneapolis Norway chorus.

MEL FEIN has joined announcing staff of WFNC Fayetteville, N. C.

EARL LEWIS, formerly with KWKH Shreveport, La. and WHNC Henderson, N. C., has joined announcing staff of WLOW Norfolk, Va.

ROBERT B. JONES Jr., station relations manager of ABC Central Division, is on two-week tour of ABC stations in Kansas City, Oklahoma City, Houston, Fort Worth and Dallas.

LARRY ROMAN, free-lance writer, has joined CBS Hollywood continuity staff.

EVERETT MITCHELL, m.c. of NBC "National Farm and Home Hour," will address seventh annual Career Conference at U. of Oklahoma at Norman, Okla., April 24.

ALICE BOX, ABC Western division literary rights chief, and Kenneth Ramsay have announced their engagement. Wedding is scheduled for August.

FRANK SINATRA, star of his own CBS program, will be chairman of Hollywood Bowl benefit for Catholic Youth Organization May 23.

LARRY FROMMER, of production department of WOL Washington, has been named production manager. **WILLIAM TRAYNOR** has been appointed WOL continuity chief.

ROLLIN C. SMITH, former announcer at WSAZ Huntington, W. Va., has joined announcing staff of WNEB Worcester, Mass.

JACK McCOY, former announcer of WOAI San Antonio, has joined KNX Hollywood in similar capacity.

MEL WILLIAMSON has been assigned director of "Family Theatre," MBS-Don Lee series, with **JOHN RIDER** as executive assistant.

NICK NICHOLSON has joined announcing staff of KROW Oakland, Calif.

MARGUERITE FOSS replaces **PEGGY REA** as assistant to **WILLIAM SPIER**, Hollywood producer of CBS "Suspense" series after April 24 broadcast. Miss Rea will devote full time to radio acting.

C. G. RENIER, program director of KMPC Hollywood, has been named to Inglewood, Calif. Country Club board of directors.

BILL HAWORTH, announcer of Don Lee Broadcasting System, Hollywood, is the father of a girl, Stephanie.

DON OTIS joins KLAC Hollywood as record m.c. handling night time programs, starting May 1.

JOEL LAWHON, announcer at WPTF Raleigh, N. C., has been named continuity supervisor, succeeding **BILL STAUBER**, resigned.

ROSS MULHELLAND, record m.c. at WJR Detroit, will be featured in full page personality story with pictures in June issue of Radio Mirror magazine.

LARRY MENKIN, freelance radio writer, has joined United Nations U. S. radio liaison staff on a special assignment.

FRANK FOGWELL has been appointed continuity editor of CKOC Hamilton, Ont.

BERT LIBIN, assistant program director of WWDC Washington, has been appointed publicity chairman for observance of "I am an American" day in Washington, May 18.

PEGGY L. MAYER, writer of MBS "Nick Carter" program, and **WALTER JOHN McGRAW II**, director of NBC's "Story to Order" show, were married April 16.

C. G. RENIER, program director of KMPC Hollywood, and director and program chairman of Inglewood Rotary Club, is in Las Vegas, Nev., to participate in four day District Rotary Convention ending April 23.

FRANCES ROBINSON, featured on weekly Don Lee-MBS "Let George Do It" program, has in addition been appointed story editor of Bogeaus-Lupino Productions, Hollywood film producing unit.

NANCY CRAIG, ABC women's commentator, has been selected as Foster Mother of 1947 by the international representatives of Foster Parents' Plan for War Children. Miss Craig's efforts have resulted in sending of more than 21,000 parcels of food and clothing to children of Greece, France, Belgium, Austria and Holland during the last year.

SIDNEY DOHERTY Jr. has joined WCFC Beckley, W. Va., as announcer.

NORMAN TESKA, chief announcer at KFEL Denver, and **ESTER JO BURNS**, of KFEL traffic department, were to be married April 19.

GARRY FOX, former announcer at WINN Louisville, Ky., has joined announcing staff of KILO Grand Forks, N. D.

JOHN BARTH, of announcing staff of KVOO Tulsa, Okla., is the father of a girl, Joan Dee.

Revised Edition of Radio Writing Manual Published

A REVISED EDITION of Erik Barnouw's *Handbook of Radio Writing* is being published this week by Little, Brown & Co., Boston ($3.00).

The author has been in radio since 1931, having broken in as staff writer and program director for Erwin, Wasey & Co. He later wrote and directed shows for NBC, CBS and MBS, including programs for Camels, Goodyear, Oxydol, and Barbasol. At present Mr. Barnouw directs radio instruction at Columbia U. and teaches a course in dramatic radio writing.

Tribute to 'Babe'

FRANCIS CARDINAL SPELLMAN, archbishop of the diocese of New York, will highlight a special memorial program to baseball's immortal George Herman "Babe" Ruth in a ten minute show over MBS on Sunday, April 27, from 1:50 to 2 p.m., EDST, the network announced last week. The ceremony will be staged at Yankee Stadium, prior to the game between the Yankees and the Senators.

CBS Names Walker

CBS has engaged Ernest M. Walker of Audience Response Analysis to aid in the analysis and development of CBS-produced comedy shows, it was announced last week by Davidson Taylor, CBS vice president and director of programs.

IT TAKES 5000 WATTS
TO COVER THIS TRI-STATE
AREA, AND WSAZ HAS THEM

WSAZ

HUNTINGTON, W. VA. 5000W. DAY 1000W. NIGHT
930 KC. ABC AFFILIATE

represented by THE BRANHAM COMPANY

NOW 5000 WATTS
BOOST YOUR SALES IN IDAHO

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TWIN FALLS · IDAHO
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WELL

gratefully acknowledges its selection

for the

PEABODY AWARD

FOR 1946

"For Outstanding Public Service by a Local Station"

WELL, Battle Creek's radio station, and The Enquirer and News, the daily newspaper, operating under the same ownership, have for 20 years devoted themselves to a policy of cooperation in community interest.

THE PEABODY AWARD FOR 1946 results from joint effort in a series of programs called "Our Town".

From this union of radio and the press was gained opportunity, facilities and strength to show community leadership beyond what either might have been able to do alone.

THE PEABODY AWARD gives encouragement to continue this joint effort.

With grateful acknowledgment to the citizens of the community whose cooperation made "Our Town" possible, we pledge ourselves to continue this dedication of radio and the press to the public good.

WELL

Battle Creek • Michigan

AMERICAN BROADCASTING CO. **MICHIGAN RADIO NETWORK**

"Quizspiration"

with

DALE CROWLEY

NOW AVAILABLE

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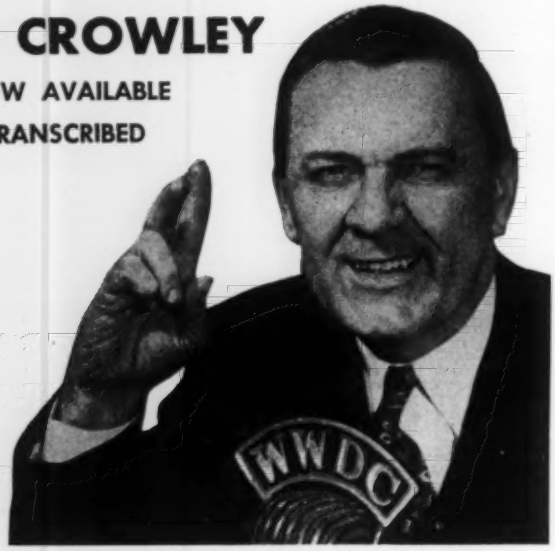

Entertaining ½ Hour Radio Bible Quiz Has 6 Years of TESTED Family Appeal

If you seek a half-hour feature of real worth, challenging to the radio audience, wholesome, unique in the quiz field, QUIZSPIRATION meets all requirements. Dale Crowley, renowned Radio Minister, author of the program, demonstrates that the Bible is a rich source of human interest, tapping every field of human knowledge.

QUIZSPIRATION has been acclaimed by radio listeners, Congressmen, religious leaders—and just plain folks who enjoy good entertainment. It is adapted to public service programming—or for sponsorship by an alert advertiser.

With 6 years of mounting popularity in the Nation's Capital, QUIZSPIRATION is a tested, *proved* program, good-humored, non-sectarian.

FACTS ABOUT QUIZSPIRATION:

- *Unrehearsed contest between competing groups selected from churches, colleges, Congress, youths, adult Bible classes, the general public.*
- *Questions, based on the Bible, are selected each week from hundreds sent in by listeners, only factual questions, free of controversy, are used.*

FOR COMPLETE DETAILS—AND AN AUDITION TRANSCRIPTION—WRITE

DALE CROWLEY PRODUCTIONS

BOX ONE WASHINGTON, D. C.

PROGRAMS

GOSSIP about Philadelphians is featured in new show "Midnight at the Gaghans" heard on WIBG Philadelphia. Aired nightly at midnight for 15 minutes, show presents Jerry Gaghan, drama editor of Philadelphia Daily News, and his wife Deena. Theatre reviews, night club activities and interviews with visiting personalities are added features of show. "Midnight at the Gaghans" is sponsored by Al Berman, local clothing store, and agency is David Zibman Adv., that city.

Farm News

SUMMARY of world news as if affects farmers, complete weather forecast for week and special report in trends and developments of market news are among the features to be presented on "The Western Farm Journal" program, scheduled to begin May 3 over Columbia Pacific Network. Robert Wilson, farm reporter and agricultural educator, will be commentator of new series. In addition to features mentioned, Mr. Wilson will interview two people prominent in farm affairs. One interviewee each week will be a woman, picked on basis of value of her suggestions to women's part of farm life. Special citation and gift will be awarded each week to person picked for most outstanding contribution to farm and rural life.

Traffic Accident Prevention

FORMAT of "Death on Wheels," aired for 63 weeks by WWDC Washington, has been changed and program now is known as "Death on Wheels Traffic Forum." Show is presented Fri. 8 p.m. by WWDC in cooperation with the Capital's Metropolitan Police Dept. Permanent moderator, Traffic Inspector Arthur E. Miller, each week has guests who discuss various phases of Capital's traffic problem. Also featured is traffic news bulletin in which accidents of the week are analyzed for listeners.

'Tunes for Tiny Tots'

MUSICAL selections for pre-school children are presented on "Tunes for Tiny Tots," new program on KTSA San Antonio, Tex. Show features announcer "Uncle Blue" with dedications to requests sent in by children or their parents. Simple riddles to be solved also are featured on show.

Food Discussions

FOOD and nutrition series, featuring Dr. Walter Eddy, authority on vital food problems, has been started on WMCA New York. Dr. Eddy answers diet questions, discusses nutritive values of homemaking and interviews leading American food chemists. Aired Mon. through Fri. 9-9:30 a.m., several of the broadcasts will originate from WMCA's theatre studio where special displays on foods and homemaking are available for audience inspection.

'Your Indiana'

INFORMATION on forests, streams and animals of Indiana is presented on "Your Indiana," new series started on WIBC Indianapolis. Aired Sat. 1-1:15 p.m., series is broadcast in cooperation with Purdue U. Ted Shaw, associate professor of Purdue School of Forestry, formerly Indiana State Forester, is central character of all scripts but is impersonated on the air. Legend and history are interwoven into timely message of forest conservation.

Quiz on America

QUESTIONS based on American history comprise telephone quiz show heard Mon. through Fri. 9 a.m. on WJR Detroit. Titled "Know Your America," show presents short historical skit and Dale McIntyre, narrator-announcer, queries listeners by phone regarding answer to questions based on skit. Prize of special custom-built radio is awarded for correct answer. "Know Your America" is honored in May issue of new '47 magazine.

'RCA and You'

DESIGNED to acquaint public more thoroughly with radio and particularly FM operation, new 15-minute program has been started on WBT Charlotte, N. C., under sponsorship of Southern Radio Corp., RCA distributors in the Carolinas. Titled "RCA and You," show consists of round table discussion led by local RCA distributors, with guest dealers throughout WBT area. Additional feature is five minutes of recorded music of newest RCA Victor record releases of week. Program is aired Fri. 6:15 p.m.

Evicted

WHEN the telephone workers in Washington, Pa. went on strike, telephone quiz program, "Tello Test" on WJPA that city, was unable to broadcast from the studio. Since participating listners could not be reached by telephone, Announcer George Gailey took the program to the listeners, and broadcast from a street corner. Demonstrating that "where there's a will, there's a way," Mr. Gailey signed-off show with "until tomorrow night when we broadcast to you from SOMEWHERE. . ."

Alcoholics Anonymous

PERSONAL experience stories of alcoholics are featured on weekly commentary by News Editor Ken Miller on KVOO Tulsa, Okla., Fri. 10:45 p.m. Based on international organization of Alcoholics Anonymous, experiences are presented in straight, factual fashion, to point up tremendous influence of organization. Mr. Miller makes no effort to dramatize stories, but simply states facts of the case.

Local Bands Featured

BANDS and choruses of high schools in Ashtabula County, Ohio, are presented on new series over WICA Ashtabula. Series of 11 programs is transcribed in various schools and aired on WICA Sun. 12:45-1:15 p.m. Transcriptions are presented to each school following broadcast. Commercial copy is limited to sponsor identification at opening and closing of each program.

'The Modern Woman'

STORIES on subjects of interest to 1947 housewife or career woman are featured on "The Modern Woman," new program on WTAG Worcester, Mass. Gretchen Thomas conducts series which is aired Mon. through Fri. at 3 p.m. Miss Thomas presents quarter hour of notes and stories for women on show designed to be companion feature to WTAG morning program, "The Modern Kitchen."

BUCHANAN & Co., will move Los Angeles offices to 242 North Cannon Drive, Beverly Hills, effective May 1.

IF YOUR RADIO PROGRAM PLAY NEEDS SOUND EFFECTS

USE MAJOR SOUND EFFECT RECORDS

- All 10-inch Double-face, Lateral Cut, 78 R.P.M.
- Recorded from Life on Film, then Waxed
- Quick-Cued Wherever Advantageous
- Playable on any Phonograph or Turntable

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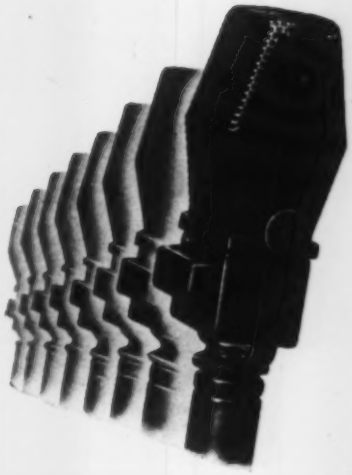
More Broadcasting Stations . . .



1947
1946
1945
1944
1943
1942
1941
1940
1939

. . . for more years . . .

. . . have used more

Presto 6 N's than any

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Walter P. Downs, Ltd., in Canada

World's largest manufacturer of instantaneous sound recording equipment and discs

FM station control

Accurate indication of station performance with the new G-E FM Station Monitor, simplified station control with the new G-E Control Console — here are important General Electric contributions designed to help keep your station performance at top efficiency. For the facts about these important units—call your G-E broadcast sales engineer or write to *Electronics Department, General Electric Company, Syracuse 1, N. Y.*

WITH THE *NEW* G-E FM STATION MONITOR TYPE BM-1-A

For your FM Carrier,

General Electric FM Station Monitor type BM-1-A as mounted in Audio Rack FA-8-A

Better station operation begins with *accurate* measurements. General Electric, pioneer designer of FM monitors, announces the BM-1-A—the new FM monitor that meets *all* FCC requirements for measuring *all* FM transmitter functions.

- **Center frequency indicator.** Direct-reading instrument measures carrier frequency over +3000 c-p-s range, with or without modulation.
- **Modulation indicator.** Two-scale, direct-reading instrument shows frequency swing. Percentage scale, 0 to 133 percent. Decibel scale, −20 to +3 db range.
- **High-fidelity audio monitor.** Two volts output into 600-ohm balanced line. Frequency characteristic follows standard de-emphasis curve within ±0.5 db between 50 and 15,000 cps.
- **Over-modulation flasher.** Front panel control adjustable to indicate peaks exceeding any value between 50 and 120 per cent modulation.
- **Transmitter "proof-of-performance".** 20-volt high impedance audio output with less than 0.25 per cent distortion and noise level approximately 75 db below full modulation level. Will operate commercial distortion meters for FCC tests.
- **R-f input level indicator.** Approximately 1.0 watt in 50-ohm line, with indicator to show correct level.
- **Illuminated meter scales.**
- **Easy-to-get-at.** Hinged front panel provides ready accessibility.
- **Ready to operate.** Connect it to your transmitter. Plug it into your 115-volt, a-c line.
- **FCC approved.**

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

190-810-8914

at a glance!

For your FM or AM Transmitter

The G-E Desk-Top Control Console that *every* station can afford, type BC-3-A

WITH THE *NEW* G-E DESK-TOP CONTROL CONSOLE TYPE BC-3-A

Flexible and compact, equipped with every mixing and switching facility required by the modern broadcast station—FM or AM—the new G-E Control Console centralizes all major station functions under instantaneous finger-tip control.

- Control provisions for 2 local turntables and 2 microphones.
- Mixer circuits connect either microphone with either turntable.
- 8-position, push-button control for audio monitoring.
- Illuminated VU meter.
- Jacks for (1) "proof-of performance runs", (2) transfer-line switching to control-room rack, and (3) routine a-f measurements.
- Line transfer switch makes it possible to use telephone line for order wire service—*without equalization.*
- Monitor amplifier and speaker transfer switch.
- Master gain control in 0.5-db steps.
- Input connections for two audio lines.
- 4 heavy-duty switches for tower lights, sleet melters, lightning trip circuits, carrier alarm, etc.
- High degree of flexibility to meet operational requirements. Accessible terminal board.
- Two-tone, blue-gray cabinet with sloping panel, only 12 inches high, 40 inches long.
- Full visibility of controls and transmitter.
- Easy-to-get-at. Designed with piano-hinged front panel.
- Economical and easy to install.

Have you placed your order yet?

G-E High-Fidelity Audio Facilities

Write for the complete data on General Electric's new line of quality speech-input units—preamplifiers, program amplifiers, line and isolation amplifiers, monitoring amplifiers, monitoring loudspeakers. De luxe in performance and appearance. Flexible, convenient, reliable. Yet at a price *every* station can afford.

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

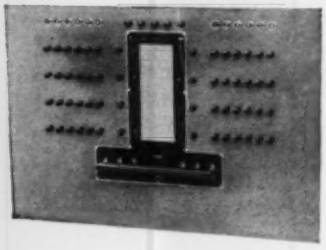
FM • TELEVISION • AM *See G.E. for all three!*

Western Electric

271B

OUTPUT SWITCHING PANEL

handles dispatching operations for 6 studios, 4 outgoing lines



This *key type* Output Switching Panel provides facilities for dispatching programs from as many as six studios over four output circuits. Any studio can be connected simultaneously to a combination of two, three or four outgoing circuits to separate destinations. A capacity for four different programs at the same time is available when each line is fed from a separate studio. Simultaneous connection of more than one studio to a line is prevented.

Program Routes Can Be "Pre-set"

With the 271B you can pre-select or "pre-set" studio to line connections for the program period scheduled to follow. Duplicate banks of selector keys are provided so that while one is in use for transmission, the other can be "pre-set" for an instant change-over by a master switch at the proper time.

RMA Standard Impedances

This Output Switching Panel has RMA Standard input and output impedances of 600 ohms for operations with standard amplifiers and line equipment. All circuits are properly compensated and terminated to eliminate level changes or noise due to switching operations. Input to output attenuation is constant at 24 db for all connections.

Ask your local Graybar Broadcast Representative for complete details, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

—QUALITY COUNTS—

Distributed by GraybaR
OFFICES IN 93 PRINCIPAL CITIES

ACTIONS OF THE FCC

APRIL 11 TO APRIL 17

CP-construction permit	ant.-antenna	cond.-condition(s)
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
ST-studio-transmitter	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours

April 11 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)

AM—610 kc

W. Albert Lee and KHTN Inc., Houston, Tex.—Announced proposed decision to grant application of W. Albert Lee for new AM station 610 kc 5 kw DA-N; cond. Proposed to deny mutually exclusive application of KHTN Inc. seeking same facilities. Comr. Jett voted for grant of KHTN Inc., and denial of W. Albert Lee.

BY THE COMMISSION

Announced as result of oral argument and consideration of multiple ownership rules that public interest would not be served by adoption of an iron-clad rule defining extent of overlap of service areas or degree of common ownership, operation or control that would be in contravention of Secs. 3.35, 3.240 3.640 of Rules and Regulations. FCC will consider each case on its own merits: extent of overlap, degree of common ownership and control and all other pertinent factors.

Proposed rules and regulations and amendments of existing rules and regulations to change and standardize requirements regarding transmitter emission measurements, changes in equipment, keeping of station records, channel width and modulation, frequency stability, inspection of tower lights and associated control equipment and remote control in the experimental, emergency, miscellaneous, railroad and utility radio services.

BY COMMISSION EN BANC

AM—1490 kc

Pass Bcstg. Co., Banning, Calif.—Granted CP new station 1490 kc 250 w unl.

AM—1400 kc

Smoky Mountain Bcstrs. Inc., Waynesville, N. C.—Granted CP new AM station 1400 kc 250 w unl.; engineering cond.

AM—1340 kc

"Show-Me" Bcstg. Co., Rolla, Mo.—Granted CP new AM station 1340 kc 250 w unl.; engineering cond.

AM—910 kc

Bcstrs. Assoc., Paris, Tenn.—Granted CP new AM station 910 kc 1 kw D; engineering cond.

AM—1300 kc

The Bridgeport Bcstg. Co., Bridgeport, Conn.—Granted CP new AM station 1300 kc 1 kw D; engineering cond.

AM—730 kc

Southern Bcstg. System Inc., Thomasville, Ga.—Granted CP new AM station 730 kc 1 kw D.

AM—1560 kc

Hill County Bcstg. Co., Hillsboro, Tex.—Granted CP new AM station 1560 kc 250 w D; engineering cond.

AM—1000 kc

Coleman County Bcstg. Co., Coleman, Tex.—Granted CP new AM station 1000 kc 250 w D; engineering cond.

AM—1430 kc

The General Bcstg. Corp., Altoona, Pa.—Granted CP new AM station 1430 kc 1 kw DA-2 unl.; engineering cond.

AM—1490 kc

Ewing Bcstg. Co., Vicksburg, Miss.—Granted CP new AM station 1490 kc 250 w unl.; engineering cond.; subject to provision that no operation take place until WJXN Jackson, Miss., ceases operation on this channel.

Transfer control

WCHA Chambersburg, Pa.—Granted consent to transfer control Chambersburg Bcstg. Co. from Rello Oller to C. M. Cassell, T. K. Cassell and J. S. Booth, representing 68 shares (46.32%) for $7,244.00.

AM—1450 kc

KNET Palestine, Tex.—Granted CP to increase power from 100 to 250 w and install new trans. operating on 1450 kc unl.

AM—1240 kc

KASA Elk City, Okla.—Granted CP to increase power from 100 to 250 w; install new trans. and change trans. location, operating on 1240 kc unl.

AM—740 kc

WPAQ Mount Airy, N. C.—Granted CP to increase power from 250 w to 1 kw, install new trans. operating on 740 kc D.

AM—860 kc

KSFA Nacogdoches, Tex.—Granted mod. CP increase 500 w to 1 kw; cond.; 860 kc D.

Hearing Designated

KTBS Shreveport, La.—Designated for hearing application for CP to increase power from 1 kw to 5 kw-N 10 kw-LS and change frequency from 1480 to 710 kc; install new trans. and make changes in ant.; ordered that WHB Kansas City be made party to proceeding.

WKRG Mobile, Ala.—Designated for hearing application for CP increase time of operating on 710 kc to include N operation using 250 w DA; ordered that WOR New York be made party to proceeding.

WDSM Superior, Wis.—Designated for hearing application for CP change from 1230 kc to 710 kc, increase 250 w to 5 kw unl DA; ordered that WHB Kansas City and WOR New York be made parties to proceeding.

Boulder City Bcstg. Co., Las Vegas, Nev.—Designated for hearing application for new station 920 kc 1 kw D.

WEPL Providence, R. I.—Designated for hearing application for mod. CP increase 250 w to 1 kw on 1220 kc D; install new trans., make changes in vertical ant., and change trans. location.

Petition Granted

Western Illinois Bcstg. Co., Jacksonville, Ill.—Granted petition of Fulton County Bcstg. Co. (WBYS) Canton, Ill., to designate for hearing application of Western Illinois Bcstg. Co. for new station 1550 kc 250 w D; WBYS made party to proceeding.

Hearing Designated

WNCA Asheville, N. C.—Designated for hearing application for consent to transfer of control over Community Bcstg. Co., licensee of WNCA, from C. Frederic Rabell, Jack O. K. Barfield, James N. Earnest, Albin Knight, Alfred Miller and Richard M. Arnold (owners of all the presently issued and outstanding 240 shares of common voting stock of Community Bcstg. Co., to Jacksonville Bcstg. Corp.

KJBK and WJBK-FM Detroit, Mich., and WHIZ and WHIZ-FM Zanesville, Ohio.—Designated for consolidated hearing with application of WHIZ, application to transfer control of James F. Hopkins Inc., licensee of WJBK and WJBK-FM, from Richard A. Connell, et al, to The Fort Industry Co. Application for consent to assignment of license of WHIZ and WHIZ-FM from Southeastern Ohio Bcstrs., Inc. (company controlled by George B. Storer) to Southeastern Ohio Bcstg. System Inc. (which company is one of 2 newspaper publishing groups in Zanesville) (Comrs. Hyde, Durr and Wakefield voted for consolidated hearing in these cases; Comrs. Denny and Jett voted to grant; Comr. Webster not participating).

Mid-Carolina Bcstg. Co., Salisbury, N. C. and T. Julian Skinner Jr., Charlotte, N. C.—Designated for consolidated hearing application of Mid-Carolina Bcstg. Co. for a new station 940 kc 1 kw D with application of T. Julian Skinner Jr. 930 kc 1 kw unl. DA.

WPAT Paterson, N. J.—Designated for hearing application for CP to authorize WPAT to operate on 930 kc with 5 kw using DA-DN, unl.

AM—1430 kc

KVNI Spokane, Wash.—Granted CP to increase power from 1 to 5 kw on 1430 kc, install new trans. and DA-1 for DN use, change studio location and trans. from Coeur D'Alene to Spokane.

AM—930 kc

WFMD Frederick, Md.—Granted CP increase 500 w to 1 kw, operating on 930 kc DA-N unl., install new trans. and change trans. and studio location.

AM—930 kc

WJAX Jacksonville, Fla.—Granted CP to increase N power from 1 to 5 kw and install DA-N, subject to approval of proposed trans. site and ant. by CAA, and subject to condition that radiation toward CMKN Santiago, Cuba, is less than 199 mv/m (on ground corrected for .311 ant.).

Modification of CP

WBOC Salisbury, Md.—Granted mod. CP to make changes in DA-N and install FM ant.; engineering cond.

AM—960 kc

KFVS Cape Girardeau, Mo.—Granted CP change 1400 kc to 960 kc, increase 250 w to 500 w N, 1 kw-LS, install new trans. and DA-N and change trans. location.

AM—960 kc

WMFF Plattsburg, N. Y.—Granted CP change 1340 kc to 960 kc, increase 250 w to 1 kw, install new trans. and DA-DN and move trans. location.

AM—1230 kc

The Colgren Bcstg. Co., Hudson, N. Y. and Northern Berkshire Bcstg. Co., North Adams, Mass.—Granted joint petition of Colgren Bcstg. Co. and Northern Berkshire Bcstg. Co. insofar as it requests removal from hearing docket of their application for CP and ordered that joint petitions to grant applications are granted in part and denied in part; and granted application of Colgren Bcstg. Co. for new station 1230 kc 250 w unl. at Hudson, N. Y., and application of Northern Berkshire Bcstg. Co., for new station at North Adams, 1230 kc 100 w unl.; cond.

Hearing Designated

WTRY Troy, N. Y., Northeast Radio Inc., Lawrence, Mass. and Viking Bcstg. Co., Newport, R. I.—Designated for hearing application for CP increase 1 kw to 5 kw, install new trans., and to make changes in ant., in consolidated proceed-

(*Continued on page 72*)

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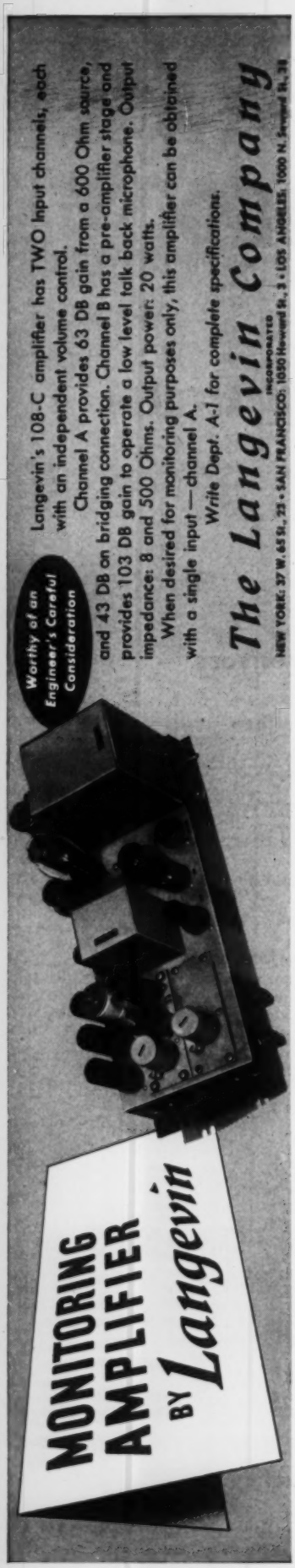
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FCC Actions

(*Continued from page 70*)

Decisions Cont.:

ing with application of Northeast Radio Inc. for new station 980 kc 1 kw D and application of Viking Bcstg. Co. requesting same facilities.

Charles Wilbur LaMar Jr., Morgan City, La.—Designated for hearing application for new station 980 kc 250 w unl.

Wilmington Tri-State Bcstg. Co., Inc., Wilmington, Del.—Designated for hearing application for new station 650 kc 250 w D and made WNBC New York party to proceeding.

Blackhawk Bcstg. Co., Sterling, Ill.—Designated for hearing application for new station 1240 kc 250 w unl. and made following stations parties to proceeding: WSBC WEDC WCRW Chicago; WQUA Moline Ill.; KBIZ Ottumwa, Iowa; KWLC KDEC Decorah, Iowa; WIBU Poynette, Wis., and WHBF Rock Island, Ill.

WTAX Springfield, Ill.—Designated for hearing application to change facilities from 1240 kc 100 w unl. to 1240 kc 250 w unl., in consolidated proceeding with application of Blackhawk Bcstg. Co. and made following stations parties to proceeding: WSBC WEDC WCRW Chicago; WQUA Moline, Ill.; KBIZ Ottumwa Iowa.; KWLC KDEC Decorah, Iowa; WIBU Poynette, Wis.; WHBF Rock Island; WJBC Bloomington, Ill.; KFMO Flat River, Mo.; WEBQ Harrisburg, Ill., and KWOS Jefferson City, Mo.

Petition Denied

Enid Bcstg. Co., Enid, Okla.—Denied petition requesting that Commission reconsider its action of Dec. 19, 1946, designating for hearing its application for new station and grant same without hearing.

Beloit Bcstrs. Inc., Beloit, Wis.—Denied petition requesting that Commission reconsider action of designating for hearing its application, sever from consolidated proceeding and grant it without hearing.

Coconino Bcstg. Co., Flagstaff, Ariz. and KWRZ Flagstaff, Ariz.—Denied petition of Coconino Bcstg. Co. requesting that application of KWRZ be returned as defective under Sec. 1.361(c) of Rules; that said request filed by KWRZ for waiver of Sec. 3.22(c)(2), is accepted and associated with that applicant's application which is hereby accepted for filing; and ordered that application of Coconino Bcstg. Co. for new station 600 kc 1 kw unl. DA-N, be designated for consolidated hearing with application of KWRZ to change from 1340 kc to 600 kc with 1 kw-D 250 w-N.

Hearing Designated

The Montana Network, Butte, Mont.—Designated for hearing application for CP for new station 1560 kc 1 kw unl. to be heard in consolidated proceeding with WQXR New York; KWCO Chickasha, Okla.; WTOD Toledo, Ohio; KPMC Bakersfield, Calif., and Lake Bcstg. Co. Inc., Gary, Ind., on issues involving availability of that frequency for Class I-B operation.

License Renewal

Following stations were granted renewal of licenses for period ending May 1, 1950: WKY (and aux.) Oklahoma City; WGBG Greensboro, N. C.; WGBI (and aux.)*, Scranton, Pa.; WAVE Louisville, Ky.; WBRC Birmingham, KRKD* Los Angeles; KWSC Pullman, Wash.; WFDF (and aux.) Flint, Mich.; WJAX (and aux.) Jacksonville, Fla.; WPAT Paterson, N. J.; WSUI Iowa City.

WRAW Reading, Pa.—Granted renewal of license for period ending Feb. 1, 1950.

WWPG Palm Beach, Fla.—Same.

WCTA Andalusia, Ala.—Same.

KABC San Antonio, Tex.—Granted renewal of license for period ending Feb. 1 1948.

Licenses for following developmental stations of Westinghouse Radio Stations Inc. were renewed for period ending May 1, 1948: W10XWA W10XWB W10XWC W10XWD W10XWE (all area of continental U. S.).

April 11 Applications . . .

ACCEPTED FOR FILING

AM—1400 kc

KTUC Tucson, Ariz.—Authority to determine operating power by direct measurement of ant. power.

AM—910 kc

KLX Oakland, Calif.—CP increase power from 1 kw to 5 kw, install new trans. and DA-DN and change trans. and studio locations.—AMENDED: to make changes in DA.

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* Comr. Durr for hearing.

Pittsburg Bcstg. Co., Pittsburg, Calif.—CP new AM station 990 kc DA-N.—AMENDED: to change trans. location and changes in DA.

FM—Unassigned

Balboa Radio Corp., San Diego, Calif.—CP new FM station (class B) on frequency to be assigned.—AMENDED: to change trans. location and make changes in ant.

AM—1590 kc

WBRY Waterbury, Conn.—License to use old main trans. for auxiliary purposes with 1 kw DA-DN and authority to determine operating power by direct measurement of ant. power.

AM—690 kc

KULA Honolulu, T. H.—Mod. CP as modified which authorized new AM station, for extension of completion date.

KGEM Boise, Idaho—CP change frequency from 1340 to 1140 kc, increase 250 w to 10 kw, install DA-N, change type trans. and change trans. location.—AMENDED: to change name of applicant from Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall, d/b as Idaho Bcstg. Co. to Idaho Bcstg. and Television Co.

AM—590 kc

Bluegrass Bcstg. Co. Inc., Versailles, Ky.—CP new AM station 590 kc 1 kw DA unl.—AMENDED: to modify DA.

License for CP

KSYL Alexandria, La.—License to cover CP as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KMLB Monroe, La.—Mod. CP which authorized auxiliary trans. on 1440 kc 1 kw DA-N, for extension of completion date.

Assignment of License

WDSU and WDSU-FM New Orleans, La.—Voluntary assignment of conditional grant to International City Bcstg. Co.

AM—790 kc

Federated Publications Inc., Lansing, Mich.—CP new AM station 790 kc 1 kw DA (DA-1) unl.—AMENDED: to change trans. site.

AM—790 kc

WSAM Saginaw, Mich.—CP change frequency from 1400 to 790 kc, increase 250 w to 1 kw, install new trans. DA-DN and change trans. location.—AMENDED: to revise DA-N.

AM—1450 kc

The Mesilla Valley Bcstg. Co., Las Cruces, N. M.—CP new AM station 1450 kc 250 w unl.—AMENDED: to change type trans. and re change in stockholders.

FM—Unassigned

Southern Tier Radio Service Inc., Binghamton, N. Y.—CP new (metropolitan) FM station on frequency to be assigned by FCC.—AMENDED: to change stockholders (distribution of stock).

AM—1450 kc

WMOH Hamilton, Ohio—CP install new vertical ant.—AMENDED: to make change in ant.

AM—1450 kc

KWHW Altus, Okla.—License to cover CP as modified, which authorized new AM station and for change of studio location and authority to determine power by direct measurement of ant. power.

Modification of CP

KEX Portland, Ore.—Mod. CP which authorized increase power, install new trans. and DA-N, and change trans. and studio locations, to make changes in trans. equipment, make changes in DA-DN and for extension of commencement and completion dates.

AM—590 kc

WARM Scranton, Pa.—CP change frequency from 1400 to 590 kc, increase 250 w to 5 kw, install new trans. and DA-DN and change trans. location.—AMENDED: to change power from 5 to 1 kw-N, 5 kw-D and make changes in DA.

AM—950 kc

Tri-State Bcstg. Co., Sioux Falls, S. D.—CP new AM station 950 kc 5 kw DA unl.—AMENDED: to modify DA.

AM—1270 kc

Big Sioux Bcstg. Co., Sioux Falls, S. D. CP new AM station 1270 kc 1 kw DA unl.—AMENDED: to change DA.

Transfer of Control

WCOS Columbia, S. C.—Voluntary transfer of control of licensee corporation from Warren Irvin, Harry Hardy, Emil Bernstecker, Nash Weil, Roy L. Smart, M. S. Hill, R. B. Wilby, H. P. Kincey, J. H. Harrison, R. M. Kennedy and Paramount Pictures Inc. to Radio Columbia. (450 shares class A stock and 450 shares class B stock—100%).

Transfer of Control

WSPA-FM Spartanburg, S. C.—Voluntary transfer of control from A. B. Taylor to Surety Bcstg. Co. (910 shares of common stock—100%).

License for CP

WESC Greenville, S. C.—License to cover CP as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Transfer of Control

WSPA Spartanburg, S. C.—Voluntary transfer of control of licensee corporation from A. B. Taylor to Surety Bcstg. Co. (910 shares of common stock—100%).

License for CP

KXOL Fort Worth, Tex.—License to cover CP as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of License

KRCT Goose Creek, Tex.—Mod. of license to change studio location.

License for CP

KOSF Nacogdoches, Tex.—License to cover CP as modified, which authorized new AM station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WWOD Lynchburg, Va.—Mod. CP which authorized new AM station, to change type trans.

License Renewal

News-Press Pub. Co., Area of Santa Barbara, Calif.—License renewal remote pickup stations KCGI KCGJ.

APPLICATION DISMISSED

FM—45.9 mc

International Union, United Automobile, Aircraft and Agricultural Implement Workers of America (UAW-CIO), Flint, Mich.—CP new FM station on 45.9 mc. DISMISSED per petition dated April 7, 1947.

(*Continued on page 74*)

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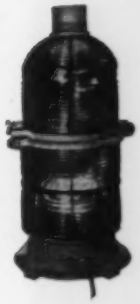
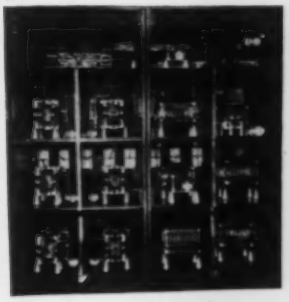
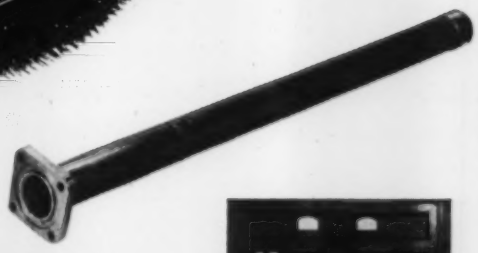

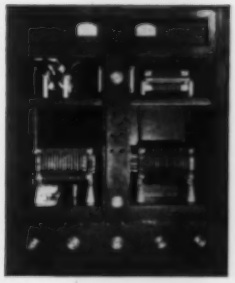

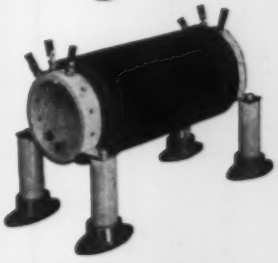

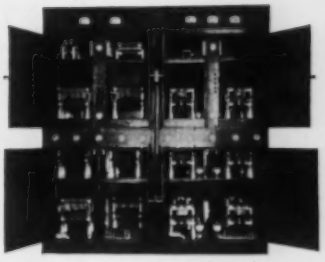
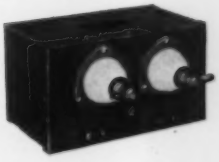
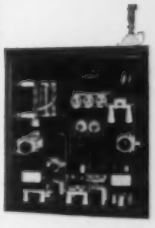

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FCC Actions

(*Continued from page 72*)

April 14 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

AM—1130 kc

Syndicate Theatres Inc. Columbus, Ind. and Universal Bcstg. Co. Inc., Indianapolis—Announced proposed decision to grant application of Syndicate Theatres Inc. for new station 1130 kc 500 w D and to deny application of Universal Bcstg. Co. for new station 1130 kc 10 kw unl. DA-DN.

AM—1100 kc

Tri-City Bcstg. Co., Newport, Ky., and Moraine Bcstrs. Inc., Dayton, Ohio—Announced proposed decision to grant application of Tri-City Bcstg. Co. for new station 1110 kc 1 kw D and to deny application of Moraine Bcstrs. Inc. application for same facilities.

BY COMMISSION EN BANC

License Renewal

WADC Tallmadge, Ohio—Granted renewal of license for period ending Nov. 1, 1948 (Comr. Durr voting for hearing.)

WJAG Norfolk, Neb.—Granted renewal of license for period ending Nov. 1, 1949.

AM—550 kc

Midland Bcstg. Co. Concordia, Kan.—Reconsidered and granted application for new station 550 kc 5 kw D-DA upon condition that permittee file application for mod. CP specifying studio location to conform with Commission's rules.

BY THE COMMISSION

Adopted Order 130-M amending Order 130-L to correlate 130 order series with changed allocation of certain frequencies in amateur radio service.

Adopted frequency allocation plan for band 27.160-27.480 mc effective immediately. See story this issue. Covers amateur, industrial, scientific, medical, fixed and mobile non-Government.

Notice given of further proceedings in matter of frequency allocation to various classes of non-Governmental services in radio spectrum from 10-30,000,000 kc, involving changes in existing allocations to make available additional bands for use of medical diathermy and industrial heating equipment. Briefs in opposition to changes accepted to April 30. See story this issue.

KLO Ogden, Utah.—Granted CP to make changes in DA-DN, subject to condition that previous to any construction applicant will make field measurements on radial in direction of Spokane sufficient to determine, in accordance with Commission's engineering standards, unattenuated field presently radiated in that direction, and that proposed DA system will be so modified as to restrict radiation in direction of Spokane to present value; and further subject to approval by the CAA of proposed ant. structure.

BY COMMISSIONER JETT

Kola Bcstg. Co., Opalousas, La. and James A. Noe, Lake Charles, La.—Commission on its own motion continued hearing on Kola Bcstg. Co. and application of James A. Noe presently scheduled April 15, to May 15 at Lake Charles.

KGKB Tyler, Tex.—Granted petition for enlargement of issues in consolidated proceeding involving KGKB application (Docket 7950 et al); ordered hearing presently scheduled April 16 continued to May 12, with notice that this action is not to be construed in any way as having effect of constituting amendment to any of applications involved within meaning of Commission's Rules.

Parsons Bcstg. Co. Parsons, Kan.—Granted petition to dismiss without prejudice its application for CP.

KFBB Great Falls, Mont.—Granted petition for leave to intervene in hearing on application of H. J. Griffith Bcstg. Co.

Beloit Bcstrs. Inc., Beloit, Wis.—Granted petition for leave to amend its application by adding letter from Waukesha State Bank relative to extension of credit to applicant.

Heart of Ohio Inc. Columbus, Ohio—Granted petition for leave to amend its application to change Par. 8 to show chages in officers and directors.

Kewanee Bcstg. Co. Kewanee, Ill.—Granted petition for leave to amend its application to specify 1530 kc instead of 1100 kc. Amendment was accepted and Commission, on its own motion, removed application from hearing docket and placed it in temporary file until May 1. Dismissed as moot petition for waiver of Sec. 1.387 of Rules to accept petitioner's written appearance in re above application.

Paul H. Chapman, Greensboro, N. C.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application for CP.

KEEN San Jose, Calif.— Granted petition for waiver of rules and accepted petitioner's written appearance in re application of Coast Bcstrs. Inc., Tillamook, Ga.

Fulton County Bcstg. Corp. Atlanta, Ga.—Granted petition requesting leave to amend its application to show deletion of Edward Berliant as president, director and 50% stockholder of applicant corporation. Commission on its own motion reopened record without further hearing for purpose of accepting into evidence above amendment.

KPAC Port Arthur, Tex.—Granted petition for leave to intervene in hearing on application of Hobart Stephenson, WCNT Centralia, Ill.

KFDM Beaumont, Tex.—Granted petition for leave to intervene in hearing on application of WHBQ Memphis.

Radio Bcstg. Corp., LaSalle-Peru, Ill.—Granted petition for leave to take depositions in re its application. Also granted petition for leave to amend its application to show addition of new stockholders etc.

WCAU Philadelphia—Granted petition for leave to intervene in hearing on applications of Atlantic City Bcstg. Corp. and Strand Bcstg. Corp.

A. S. Abell Co., Baltimore and Berks Bcstg. Co., Reading, Pa.—Granted joint petition requesting continuance of further hearing upon their applications presently scheduled April 18 and continued same to May 21.

WHBC Canton, Ohio—Granted petition for leave to intervene in hearing on application of East Liverpool Bcstg. Co.

Rock Creek Bcstg. Corp., Washington, D. C.—Granted petition requesting extension of time in which to file opposition to petition filed March 27 by Courier Journal and Louisville Times Co. Inc., requesting leave to intervene in hearing on Rock Creek application, and time within which petitioner may file answer to petition to intervene was extended to April 22.

Lake Erie Bcstg. Co., Sandusky, Ohio—Granted petition for leave to intervene in hearing on application of The Massilon Bcstg. Co.

Frank E. Duhme, St. Petersburg, Fla.—Granted petition to dismiss without prejudice application for CP.

WJW Cleveland—Denied petition requesting leave to intervene in hearing on application of Woodward Bcstg. Co., Detroit.

E. Z. Jones, Gainesville, Fla.—Granted petition to dismiss without prejudice application for CP.

Alachua County Bcstg. Co. Gainesville, Fla.—Commission on its own motion removed from hearing docket application for CP.

KGKB Tyler, Tex.— Granted petition for enlargement of issues in re its application for CP and continued hearing presently scheduled April 16.

April 15 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

Announced proposed decision to grant 5 of 17 applications for new class B FM stations in New York City area. Proposed grantees: WMCA Inc., 10 kw, 650 ft. ant.; ABC Inc., 6.5 kw, 760 ft. ant.; Unity Bcstg. Corp. of New York, 5 kw, 815 ft. ant.; subject to CAA approval of trans. site and ant. structure; North Jersey Bcstg. Co. Inc., 8 kw, 710 ft. ant.; subject to CAA approval of trans. site and ant. structure; News Syndicate Co. Inc., 17 kw, 530 ft. ant. Proposed to be denied: WBNX Bcstg. Co. Inc., Debs Memorial Radio Fund Inc., Frequency Bcstg. Corp., Bernard Fein, WLIB Inc., Peoples Radio Foundation Inc., Metropolitan Bcstg. Service, N. M. U. Bcstg. Corp. Inc., Amalgamated Bcstg. System Inc., North Jersey Radio Inc., Radio Projects Inc., Radio Corp. of the Board of Missions and Church Extension of the Methodist Church. FCC has considered motion of News Syndicate Inc. to strike certain evidence submitted by American Jewish Congress relating to its qualifications. Majority of Commission has granted motion and separate opinion is to be issued. (Comrs. Walker and Webster did not participate in this decision. Comrs. Denny, Jett and Durr concurred in part.)

Announced proposed decision to grant following applications for new commercial television stations in general New York area; Bamberger Bcstg. Service Inc., channel 9; Bremer Bcstg. Corp., channel 13; ABC Inc., channel 17; News Syndicate Co. Inc., channel 11. Proposed to be denied application of Debs Memorial Radio Fund Inc. WLIB Inc. withdrew application following hearing. Commission also denied motion of American Jewish Congress to incorporate in television record certain evidence as to qualifications of News Syndicate Co. Inc., which had been developed in New York FM hearing. Separate opinions to be issued. (Comrs. Walker and Webster did not participate in this decision. Comr. Durr dissented in part, voting to grant Debs Memorial instead of News Syndicate.)

BY THE COMMISSION

Announced plan to defer decision in certain FM hearing cases pending adoption of proposed changes in FM allocation plan for class B facilities (see story this issue.)

BY THE SECRETARY

KABC San Antonio, Tex.—Granted license to cover CP which authorized change frequency to 680 kc, increase power to 10 kw, 50 kw-LS, install new trans. and DA-N, and change trans. location.

Leonard A. Versluis, Mobile, Area of Grand Rapids, Mich.—Granted license to cover CP which authorized a new remote pickup station WCVH.

WKLV Blackstone, Va.—Granted mod. CP change type trans.

WKOP Binghamton, N. Y.—Granted mod. CP which authorized new station, for approval of ant., of trans., location, and to specify studio location.

KTBI Tacoma, Wash.—Granted mod. CP for approval of trans. location and to change studio location; also extension of commencement and completion dates to 1-29-47 and 10-29-47.

WJJM Lewisburg, Tenn.—Granted mod. CP which authorized new station, for extension of completion date to 5-10-47.

KUSN San Diego, Calif.—Granted mod. CP which authorized new station, to change type trans.

WHIN Geneva, N. Y.—Granted mod. CP which authorized new station, to change type trans.

WMBM Miami Beach, Fla.—Granted mod. CP which authorized new station, for approval of ant. and of trans. and studio locations.

KXLO Lewistown, Mont.—Granted mod. CP which authorized new station, for extension of completion date to 6-8-47.

WSFA Montgomery, Ala.—Granted mod. CP for extension of completion date to 5-15-47.

KVOS Bellingham, Wash.—Granted mod. CP for extension of completion date to 8-8-47.

KBRO Bremerton, Wash.—Granted mod. CP which authorized new station, to make changes in trans. equipment, to change trans. location to specify studio location and to extend commencement and completion dates to 60 days after grant and 180 days thereafter.

WBNS Columbus, Ohio—Granted CP to install new aux. trans.

WCON Atlanta, Ga.—Granted mod. CP which authorized new station, to change trans. location and change studio location.

WRFD Worthington, Ohio—Granted mod. CP which authorized new station, to mount FM ant. on top of AM tower, change trans. and studio location; cond.

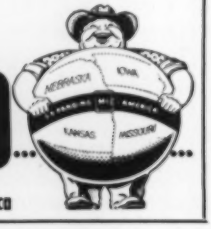
(*Continued on page 81*)

Kansas City, geographically the center of the United States, has long been known as the "Heart of America." Around this sturdy, pulsing heart of the nation, lies the rich and expanding industrial and agricultural area —MID-AMERICA!

The expanding radio coverage of KCMO made possible with 50,000 Watts day, 10,000 Watts night (nearing completion) will carry your sales story far beyond the boundaries of Greater Kansas City—into EXPANDING MID-AMERICA.

National Representative: John E. Pearson Co.

KCMO



Kansas City, Mo. • Basic ABC for Mid-America

CONSULTING RADIO ENGINEER

JOHN J. KEEL

EARLE BLDG., WASHINGTON, D. C.
NATIONAL 6513

"By reason of special training, wide experience and tested ability, coupled with professional integrity, the consulting engineer brings to his client detached engineering and economic advice that rises above local limitations and encompasses the availability of all modern developments in the fields where he practices as an expert. His services, which do not replace but supplement and broaden those of regularly employed personnel, are justified on the ground that he saves his client more than he costs him."

RADIO STATION

WHP

HARRISBURG

CENTRAL PENNSYLVANIA'S MOST POWERFUL

ADVERTISING MEDIUM

TAKES PLEASURE IN ANNOUNCING

THE APPOINTMENT OF

The Bolling Company, Inc.

AS EXCLUSIVE NATIONAL REPRESENTATIVES

EFFECTIVE JULY 1, 1947

TECHNICAL

FLOYD HALL, manager of technical service departments for Goodyear Aircraft Corp. Center of U. S. Navy Bureau of Aeronautics during war, has been appointed chief engineer of KOCS and KOCS-FM Ontario, Calif.

NATHAN K. BALE, Army veteran, has joined KFXJ Grand Junction, Colo., as technician.

COLEMAN BARBER, former radio operator with Merchant Marines, has joined engineering staff of KTSA San Antonio, Tex.

TED SEARL has been appointed chief engineer of WICA Ashtabula, Ohio. **BYRON WATSON** and **GORDON BALDWIN** have joined WICA engineering staff, and **FRANK BERNATO** has resigned from station's engineering department to enroll in engineering school of Ohio State U.

CLAIRE ALEXANDER, of CBS New York technical operations division, and Marcel Isnard were married April 9.

WILLARD A. WATSON, engineer at KVSM San Mateo, Calif., is the father of a boy.

FRITZ LEYDORF, chief engineer of WJR Detroit, is in Los Angeles assisting **LOYD SIGMON**, chief engineer of KMPC Los Angeles, WJR sister station, in preparation of final proof of performance tests on station's 50,000-w directional antenna system.

ALLEN B. Du MONT LABS, Passaic, N. J., has issued a bulletin containing detailed data on its type 280 cathode-ray oscillograph, which is designed for television-studio facility and transmitter installations. Oscillograph provides means for determining duration and shape of various waveforms contained in composite television signal and character of picture-signal video in conjunction with transmitter operation.

Remote Pickup

SHORTAGE of telephone lines into outlying districts of Indianapolis has resulted in unique arrangement between local telephone linesmen and WIBC Indianapolis. Each Sunday morning, for WIBC remote pickup from Indianapolis Eighth Christian Church, linesman, with consent of a grocery proprietor and two party-line subscribers, climbs to top of neighborhood phone pole, cuts out subscribers' phones and hooks up broadcast line to church. When he sees crowd beginning to leave church, he restores service to subscribers.

STEVENS-ARNOLD Co., Boston, Mass., has developed new Millisec Relay Type 162 having double windings of operating coil and holding-in coil. Type 162 is an ultra high speed DC relay, having operating time of one millisecond or less. It is assembled in standard metal radio tube container and operation is mechanical and not electronic. Contact rating is 110 volts DC one-half ampere.

A NEW SERVICE *for Applicants. . .*

If you are thinking of getting into broadcasting and need help in finding a market and preparing your application, this is the service you've been waiting for.

1. We'll help you find a good available market.
2. We'll prepare your engineering exhibit.
3. We'll prepare your application.

GINZBURG, DESHER & JOHNPOLL

B. Ginzburg, Ph.D., Mel Desher, Ph.D., Bernard K. Johnpoll

5209 Chevy Chase Parkway

Washington 15, D. C.

WOodley 8498 ATlantic 1624

STERLING silver pocket pieces, shown in foreground inset, are presented to staff of KSFO San Francisco by Alfred Towne, (l) engineer-in-charge, for efficiency during 1946. In the receiving line next to Mr. Towne are: (l to r) Tom Lewis, Roald Dedriksen, Ray Holtz, Charles Mentz and Nathaniel Faithorne. Also honored but not shown here: Arnold Teeter, Harold Walsh, Wilbur Comer.

WIP EARMARKS $300,000 FOR EXPANSION WORK

PLANS for a $300,000 expansion program were announced last week by WIP Philadelphia through its president and general manager, Benedict Gimbel Jr.

Scheduled for construction are five new studios, one of them an auditorium seating more than 200, and a stage and dressing rooms for large studio productions. Also to be built are a new master control room with the latest multi-channel pre-set Western Electric program switching and dispatching system; three speaker-type studios; a 235-ft. FM tower to be erected atop the Gimbel Building; a 42-ft. antenna atop the new FM tower.

About half of the money to be spent is earmarked for immediate use in expanding WIP's AM facilities and for facilitating an extended FM schedule, according to Mr. Gimbel.

KGBS-FM to Make Debut Within Next Two Weeks

KGBS-FM Harlingen, Texas, will begin operation within the next two weeks with two of its four General Electric "doughnuts" and its full power of three kilowatts, according to Troy McDaniel, station manager.

Mr. McDaniel disclosed that the parent station, KGBS, is already operating on its new half-wave antenna at 1240 kc with 250 watts power, unlimited time.

He said the new antenna is a 380-foot Wincharger tower with a 45-foot mast mounted on top giving an overall AM radiation of 425 feet. The mast will be used as mounting for the four GE FM bays.

COMMERCIAL

GEORGE BENSON, MBS salesman, has been named eastern sales manager of network. Mr. Benson previously was with NBC sales department for seven years and was eastern sales manager of Blue Network (now ABC) for 18 months.

CAROLINE TAYLOR, formerly on secretarial staff of WFNC Fayetteville, N. C., has been named head of station's traffic department.

HAROLD S. CHRISTIAN, sales manager of WXYZ Detroit, left April 14 to visit KECA Los Angeles, and KGO San Francisco, for discussion of ABC operations.

DAVID A. WILLIAMSON, national commercial sales manager of Homer Griffith Co., Hollywood, station representative, has resigned.

LATHROP MACK, NBC Western Network spot sales manager, and **ETHEL M. BELL**, executive secretary and manager of Southern California Broadcasters Assn., Los Angeles, were married April 11.

VIRGINIA ROBBINS, PBX operator at KFEL Denver, has transferred to station's traffic department.

H. N. STOVIN & Co., Toronto, has been appointed exclusive representative for CJNB North Battleford, Sask., CJIB Vernon, B. C., and CFJM Brockville, Ont., CJIB, 1 kw station on 940 kc., will go on air on June 1.

TOM CAVE, new to radio, and **TERRY FORTUNE**, formerly of CFRP Prince Rupert, B. C., have joined sales staff of H. N. Stovin & Co. Mr. Cave at Toronto, and Mr. Fortune at Montreal offices of company.

WILLIAM J. HERON, Army veteran and formerly with Yankee Network and Pawtucket Broadcasting Co. in Rhode Island, has been appointed commercial representative of WARL Arlington, Va.

JERRY BESS, formerly with traffic department of Emil Mogul Co., New York, has joined sales staff of WLIB New York.

LUCILLE ASTORE, of accounting department of WTTM Trenton, N. J., and Kenny Fisher are to be married May 10.

FREDERICK R. STUBBINS Jr., former vice president of Hotel Lynden, Indianapolis, and **HARMON HYDE**, formerly in NBC Hollywood editing department, have joined KSDJ San Diego, as account executives.

ROSA LEE SAMUELS has been named traffic and office manager of KFXJ Grand Junction, Colo. **JEWELL LANGSTON** has joined station's auditing department.

MUSIC of every type to suit varied musical tastes is presented every Sunday, from 2 to 6 p.m. over WEAM Arlington, Va. No commercials are broadcast during this four hour period, which is devoted entirely to musical selections designed to please all types of listeners.

WPTF Raleigh, N. C., has received a plaque from U. S. Marine Corp. in "greatful appreciation for the cooperation extended towards the successful completion of the Corp's postwar recruiting program."

Leadership
IN READERSHIP
Proved by 20 Reader Preference Surveys of the General Advertising Press
Advertising Age
The National Newspaper of Marketing
100 E. Ohio St., Chicago 11, Ill.

BIGGEST NEWS IN AM!

It's Federal's New Triodes for 50 KW Transmitters — with THORIATED TUNGSTEN FILAMENTS!

- **LOWER FILAMENT POWER**
- **LOWER HUM LEVEL**
- **LONGER LIFE**

HERE'S THE BIG ADVANCE in tubes for 50 KW stations! Even for that output, you now get thoriated tungsten filaments in Federal's new 9C28 and 9C30 — to give greater electron emission with less filament power, longer service life, stable and improved performance.

Rated conservatively, these Federal tubes have the electrical and structural design to withstand overloads. Months of actual field tests demonstrate their exceptional durability. Both the 9C28 and 9C30 are water cooled for maximum output. Alternate types (9C29 and 9C31), with air cooling, are also available. In a pair of either type you'll find new operating economy and low tube costs.

Federal's 38 years of tube engineering and manufacture show up once more in this latest "first". No wonder Federal tubes have consistently set the standards for performance in AM broadcast service. We'll be glad to send you more data on these tubes. Write department K409.

PARTIAL TECHNICAL DATA

	9C28	9C30
Filament voltage	15 v.	15 v.
Filament current	135 amp.	135 amp.
Maximum Ratings		
Plate Voltage	12,000 v.	15,000 v.
Plate Current	10 amp.	8 amp.
Plate Input	100 kw.	120 kw.
Plate Dissipation	40 kw.	40 kw.

Federal Telephone and Radio Corporation

In Canada: — Federal Electric Manufacturing Company, Ltd., Montreal.
Export Distributors: — International Standard Electric Corp. 67 Broad St., N. Y.

An IT&T Associate

100 Kingsland Road,
Clifton, New Jersey

Promotion

WALTER DUNN, former ABC promotion department staff writer, has been appointed promotion manager of WJZ New York, succeeding **DELPHINE CARPENTER**, resigned. Prior to joining ABC Mr. Dunn was southern promotion representative for Metro-Goldwyn-Mayer and advertising director of Paramount-Richards Theatres, New Orleans.

TOM RUCKER, former promotion director of WKY Oklahoma City, and in newspaper work for 11 years with The Daily Oklahoman, has joined KMBC Kansas City, Mo., as director of promotion. He succeeds **E. P. J. SHURICK**, who has resigned to become promotion director of Free & Peters, national sales representative firm, which serves KMBC.

DONALD A. GOTZ, formerly with A. C. Nielson Co., Chicago, has joined sales promotion staff of WGN Chicago.

BERTA RIOS, formerly with KSFO San Francisco, and time buyer for Garfield & Guild, that city, has joined KVSM San Mateo as sales promotion manager.

PAUL RITTENHOUSE, manager of NBC's guest relations department, is the father of a girl, Barbara Ellen.

Garden Script

SERIES of 24 five-minute scripts titled "Your Garden" is being distributed to client stations by UP Radio. Annual spring series is written by Lee Hannify, UP Radio farm editor in Washington.

Baseball Promotion

COMPLETE schedules of 1947 games of local baseball clubs are being distributed by KOH Reno, Nev., and KERN Bakersfield, Calif., McClatchy Broadcasting Co. stations. Schedule is printed on folder in shape of a baseball. KOH is broadcasting games of Reno Silver Sox ball club and KERN broadcasts games of Bakersfield Indians. Both stations are conducting contest to select bat boys for games. Winner of each contest will receive a uniform, provided by local sponsors of broadcasts, and his parents will be given season passes to home games. Prizes also will be awarded to 13 top contestants.

WBAA Anniversary

IN OBSERVANCE of 25th anniversary this month of WBAA Lafayette, Ind., outlet of Purdue U., the March issue of university publication, Purdue News, was devoted entirely to station news. Publication presented review of 25-year history of WBAA, article on "those who have served" and sketch of station's activities in fields of agriculture, home economics, music and sports.

Joint Promotion

POSTCARDS have been mailed to all customers by Glenn Radio Co., Washington, calling attention to "Good Morning Music" program, heard on WQQW Washington, daily from 7 to 9 a.m., show in which Glenn shares sponsorship. Cards depict man yawning and getting out of bed with gay notes floating around his head. Telephone number of Glenn company also is included on card, and firm reports that so many calls have reached them asking "What's on WQQW now?" that they have asked station to supply complete week's program listening to answer customers' questions.

WHAR Coverage

REPORT on coverage of WHAR Clarksburg, W. Va., has been issued in form of promotion sheet being mailed to the trade. Headed "You'll sell them when you tell them—over your 'good neighbor' station WHAR," sheet states that 94 new accounts were added by station in February, "proof that WHAR is reaching the buying public." Statistics on population of areas covered by station also are presented.

Power Increase Promotion

COMMEMORATING its increase in power from 250 w to 1 kw, WLDS Jacksonville, Ill., has published a 24-page promotional booklet to be distributed among its listeners and advertisers. Booklet uses many photographs and script is cut to a minimum. Cover is done in two colors.

KVOO Activities

SYNDICATED column of activities at KVOO Tulsa, Okla., is being made available to leading weekly newspapers in KVOO area. Geth Osborn, of station's promotion staff, writes column under title "Ad Lib." Station also is mailing to county agents in Oklahoma a three-color brochure outlining details of "Greener Pastures Contest" sponsored by station's farm department in cooperation with extension division at Oklahoma A.&M. College. Contest winners are guests of KVOO on trip to International Livestock Exposition.

WMT Plowing Contest

LOW flying airplanes, demonstrating corn borer control by crop dusting from the air, will be one of features of second annual National Clean Plowing Contest to be held near Stanwood, Iowa, April 26. Event is sponsored by WMT Cedar Rapids, as service to mid-western farmers, who lost $25,000,000 last year because of European corn borer damage. WMT is offering over $1,200 in prizes to winning plowmen and winner in WMT Farm Gadget show, new feature for home-made farm gadgets devised to save time and labor for farmers.

Kramer Brochure

PICTORIAL brochure featuring Harry Kramer, m.c. of "Hits and Misses" program, heard on WCBS New York, is being distributed to the trade by that station. Cover of brochure is full page picture of Mr. Kramer. Inside pages present scenes from broadcasts and review of format of "Hits and Misses." Typical day for Mr. Kramer and guests on show is featured in series of seven pictures in brochure.

KNX Promotion

TITLED "Heart Throbs and Hair Raisers," promotion piece of KNX Hollywood, shows how station's local programming is of same caliber as network program originating there. Illustration is given in case of network's "Suspense" program handled by same sound staff which takes care of local "Romance of the Ranchos."

Scrapbook for Vets

CAMPAIGN in which public is invited to send in scrapbooks for hospitalized veterans has been launched as public service enterprise by WBBM Chicago, with series of announcements running from March 15 to May 1. Accumulation will be turned over to Chief of Recreation and Entertainment Division of Veterans Administration Special Services for subsequent distribution on National Hospital Day, May 12, to patients in 12 VA branch hospitals.

WGAR Story

BOOKLET on activities of WGAR Cleveland during 1946 has been issued by that station. Titled "WGAR in 1946, a short, short story," booklet presents review of station's outstanding activities for year, with illustrated drawings. Complete list of WGAR staff members also is given, along with list or organizations and agencies which used WGAR facilities during 1946.

WGST Booth

EXHIBITION booth was sponsored by WGST Atlanta, Ga., at the Atlanta National Home Show, April 5-9. General Electric film on television was shown in WGST booth on an average of 20 to 25 times daily. Booth also contained posters featuring station personalities and shows. Station reports that some 40,000 people attended the show.

Ad Award

ANNOUNCEMENT of first annual Frances Holmes Achievement Award, to be presented by Los Angeles Adv. Women, has been made in two color brochure prepared by that organization. Cover of brochure features illustration of trophy to be awarded and inside pages give rules of contest. All women in southern California, actively engaged in advertising profession or any allied art, are eligible to enter contest. Contestants submit entries describing outstanding personal advertising achievements. Awards will be made at presentation dinner, April 23. Brochure includes blanks for ordering reservations for dinner.

Baseball Calender

CALENDER for months of April through September is being distributed by Griesedieck Bros. Brewery Co., St. Louis. Calender presents schedule of broadcasts of St. Louis Cardinal baseball games which are sponsored by Griesedieck over WTMV E. St. Louis, Ill., and WEW St. Louis, Mo. Time, location and opponent of each game are presented on daily schedule.

Jingle Contest

TO PROMOTE contributions to American Cancer Society drive, WLBR Lebanon, Pa. is conducting jingle contest. Wide variety of prizes have been obtained from local merchants to be awarded to winners of best jingles on cancer. Contest is divided into three classes, children, men and women, with appropriate prizes for each classification. Top prize for contest is a cocker spaniel puppy.

Staff Booklet

BOOKLET titled "Meet the Staff of WDLB" has been prepared as advance promotion for WDLB, new station to begin operations soon at Marshfield, Wis. Pictures and thumbnail biographies of all staff members are presented, in addition to picture and description of studio building. Back cover of booklet is partial map of Marshfield showing location of WDLB studio and transmitter.

Farm Booklet

BOOKLET of information on how to increase farm profits is being offered to listeners by farm bureau of WHBC Canton, Ohio. Titled "Green Fields Are Gold," booklet presents Grassland Program—production, preservation, utilization of grass for pasture, hay, silage, all fodder, forage and roughage crops. Booklet is mailed free to listeners on request.

WPEN Brochure

BROCHURE featuring Frances McGuire, women's commentator on WPEN Philadelphia, has been issued by that station. Titled "Let's Talk it Over," two color brochure presents extract of typical Frances McGuire program, of same title, photo of Miss McGuire, and information on sponsorship. Show is sponsored on participation basis. Illustrations of recent promotion for show also are presented in brochure.

Window Displays

WINDOW displays, featuring enlarged pictures of announcers at WIRA Ft. Pierce, Fla., and products of several sponsors, has been prepared by station as promotion for program and advertised products. Displays are part of merchandising and promotion service which station is planning to expand.

WFIL Postcard

JUMBO SIZED POSTCARD featuring commercial data is latest promotional piece being distributed by WFIL Philadelphia. Copy highlights station's slogan—"Better Buy WFIL—A Better Buy Than Ever."

"IBCing you" . . . in INDIANAPOLIS

WIBC Applies the Brakes — to Lawbreakers

"Traffic Court," a new program of authentic courtroom drama heard each Monday and Thursday (7:15-7:30 p.m.) over WIBC, is helping local safety officials crack down on lawbreakers. For full effect, actual cases tried in Municipal Court are preserved for re-broadcasting through the electronic ears of the WIBC wire recorder—only instrument of its kind owned by an Indianapolis station. Enthusiastically endorsed by the local chapter of National Safety Council, Police Department and Chamber of Commerce, "Traffic Court" is typical of the spirited public service features which help make WIBC Indianapolis' fastest growing radio station. Ask your John Blair Man for details.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC 5000 WATTS BASIC MUTUAL

The INDIANAPOLIS NEWS Station

THEY CAN'T RESIST

When WAIR tells this great market about your product, the response adds up to profitable volume in a hurry. That's because our good listeners can't resist the appeal of a friend they've learned to love and trust.

WAIR

Winston - Salem, North Carolina

Representative: The Walker Company

EVERYWHERE . . . it's audiodiscs*

Everywhere, when quality is important, *AUDIODISCS are preferred over all other recording blanks combined.*

This universal acceptance by recording engineers in radio, motion pictures, commercial recording studios, and in the production of phonograph records, is the natural result of the consistent high quality of these fine recording discs.

For AUDIODISCS are manufactured by a patented precision-machine process which assures uniform results, and AUDIODISC recording lacquer is produced in our own plant from a formula developed by our research engineers. The manufacturing process is thus fully controlled from raw materials to the finished disc.

Praise of AUDIODISCS comes from everywhere, not only from all fields of recording, but from every type of climate. In arctic cold or the heat and humidity of the tropics, AUDIODISCS are consistently dependable.

There is an AUDIODISC designed for every recording need. See your local distributor or write:

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.

Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N.Y.

Audiodiscs are manufactured in the U. S. A. under exclusive license from PYRAL, S.A.R.L., Paris.

* Reg. U.S. Pat. Off.

they speak for themselves **audiodiscs**

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National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
983 NATIONAL PRESS BLDG. DI. 1205
WASHINGTON, D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J.
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-505 Munsey Bldg. — District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
INTERNATIONAL BLDG. DI. 1319
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PORTER BLDG. LO. 8821
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NATIONAL 6513

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

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710 14th St., N.W.—Metropolitan 4477
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RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

HAROLD B. ROTHROCK
1909 EYE ST., N.W. NATIONAL 0196
WASHINGTON, D. C.

GARO W. RAY
991 BROAD STREET PHONE 5-2055
BRIDGEPORT, CONNECTICUT

LENT & POAST
1319 F ST., N.W. DISTRICT 4127
WASHINGTON, D. C.

HERBERT L. WILSON
1018 VERMONT AVE., N.W. NA. 7161
WASHINGTON, D. C.
1000 No. Seward St. Ho. 6321
Hollywood, 38, Cal.

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

VICTOR J. ANDREW CO.
363 E. 75TH ST. TRIANGLE 4400
CHICAGO, ILLINOIS

DIXIE B. McKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. ADams 3711

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

WELDON & CARR
1605 CONNECTICUT AVE. MI. 4151
WASHINGTON, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. REPUBLIC 1951
WASHINGTON, D. C.

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715 AMERICAN BK. BLDG. RA. 0111
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ARLINGTON, TEXAS

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20 Algoma Blvd. Ph. Blackhawk 22
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TOLEDO 4, OHIO

Barclay & Saxon
Radio Engineering Consultants
2915 Red River Phone 2-5055
Austin, Texas

FCC Actions

(*Continued from page 74*)

Decisions Cont.:

WDIG Dothan, Ala.—Granted mod. CP which authorized new station, to change type trans.

WJRI Lenoir, N. C.—Granted CP to make changes in trans. equipment.

KMHT Marshall, Tex.—Granted license to cover CP which authorized new station 1450 kc 250 w unl. and for change of studio location; cond.

KVOE Santa Ana, Calif.—Granted license to cover CP which authorized change frequency to 1480 kc, increase power to 1 kw DA and install new trans.

WHUN Huntingdon, Pa.—Granted license to cover CP which authorized new station 1400 kc 250 w unl.

WBGE Atlanta, Ga.—Granted license to cover CP which authorized new station 1340 kc 250 w unl.

KRDO Colorado Springs, Col.—Granted license to cover CP which authorized new station 1240 kc 250 w unl.

WYNE Brooklyn, N. Y.—Granted mod. CP for extension of completion date from 5-3-47 for 6 mo.

KRFM Fresno, Calif.—Granted mod. CP which authorized new FM station for extension of commencement date to 4-27-47 and completion date to 10-27-47.

W6XNO Hollywood, Calif.—Granted mod. CP for extension of completion date to 11-4-47.

WKOX Framingham, Mass.—Granted mod. CP which authorized new station for approval of ant. to change type trans., for approval of trans. location and to specify studio location.

KODI Cody, Wyo.—Granted license to cover CP which authorized new station 1400 kc 250 w unl.

KVKM Monahans, Tex.—Granted license to cover CP which authorized new station 1340 kc 250 w unl.

KCOL Fort Collins, Col.—Granted license to cover CP which authorized new station 1400 kc 250 w unl. and to specify studio location.

WFPG Atlantic City, N. J.—Granted license to cover CP which authorized installation of aux. trans. on 1450 kc 250 w.

KTRM Beaumont, Tex.—Granted mod. CP which authorized new station, for approval of ant., to change type trans., for approval of trans. location and to change studio location.

KFH Wichita, Kan.—Granted mod. to make changes in ant. and for extension of completion date to 6-14-47.

WWNC Asheville, N. C.—Granted mod. CP for extension of completion date to 7-20-47.

Allen B. DuMont Labs. Inc. Portable-Mobile, Area of Washington, D. C.—Granted CPs for 2 new experimental TV relay stations to be used with commercial TV station WTTG.

Allen B. DuMont Labs. Inc. Portable-Mobile, Area of New York, N. Y.—Granted CPs for two new experimental TV relay stations to be used with commercial TV station WABD.

WORZ Orlando, Fla.—Granted license to cover CP which authorized new station 740 kc 1 kw-DA, unl.

WJOR Bangor, Me.—Granted license to cover CP which authorized new station 1230 kc 250 w unl.; cond.

WIBK Knoxville, Tenn.—Granted mod. CP which authorized new station, for approval of ant. and approval of trans. location, cond.

WRIA Caquas, P. R.—Granted mod. CP which authorized new station, for approval of ant., to change trans. location and to change studio location.

KXO El Centro, Calif.—Granted mod. for extension of completion date to 5-15-47.

WTPR Paris, Tenn.—Granted mod. CP which authorized new station, for approval of ant., trans. location.

KGFN Grass Valley, Calif.—Granted mod. CP which authorized new station, for approval of ant., to change type trans., and for approval of trans. location.

WELM Elmira, N. Y.—Granted mod. CP which authorized new station, for approval of ant., to change type trans., for approval of trans location and to specify studio location.

WGAD Gadsden, Ala.—Granted mod. CP to change type trans. and to change name of applicant from E. L. Roberts to E. L. Roberts tr/as Coosa Valley Bcstg. Co.

April 15 Applications . . .

ACCEPTED FOR FILING

License for CP

KCNA Tucson, Ariz.—License to cover CP, as mod., which authorized new AM station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

FM—Unassigned

Alhambra Bcstrs. Inc. Alhambra, Calif.—CP new (class A) FM station on frequency to be assigned by FCC, ERP 370 w and ant. height above average terrain 431 ft.

Modification of CP

KPMO Pomona, Calif.—Mod. CP which authorized new AM station, to change type trans. and for extension of completion date.

AM-1260 kc

San Fernando Valley Bcstg. Co., San Fernando, Calif.—CP new AM station 1260 kc 1 kw DA. AMENDED re corporate structure.

Modification of CP

KUBA Yuba City, Calif.—Mod. CP which authorized new AM station, to change type trans., install DA-DN and change trans. and studio location.

License for CP

WTUX Wilmington, Del.—License to cover CP as mod., which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Transfer of Control

WLOF Orlando, Fla.—Voluntary transfer of control of licensee corporation from Hazelwood Inc. to Wm. Joe Sears and Walter C. Shea. (18.75 shares of common stock-50%).

AM—910 kc

Okefenokee Bcstg. Co., Waycross, Ga.—CP new AM station 910 kc 500 w-N 1 kw-D unl. AMENDED to install DA-N and change trans. location.

AM—1250 kc

WCNT Centralia, Ill.—CP change frequency from 1210 to 1250 kc, change operation from D to unl., increase 1 kw-D to 1 kw-D and 500 w-N and install DA-N. AMENDED re changes in DA and to delete amendment filed Feb. 25 in its entirety.

FM—Unassigned

Commander Industries, Oak Park, Ill.—CP new (class A) FM station on frequency to be assigned by FCC and ERP 730 w.

AM—920 kc

KFNF Shenandoah, Iowa—CP increase 500 w-N 1 kw-D to 5 kw-DN, install new trans. and DA-N and change trans. location. AMENDED to change power from 5 kw to 500 w-N 5 kw-D using non-directional for both DN.

AM—1480 kc

KANS Wichita, Kan.—CP change frequency from 1240 to 1480 kc, increase 250 w to 1 kw-N 5 kw-D, install new trans. and DA-N and change trans. location. AMENDED re modified DA and change studio location.

AM—1230 kc

Kola Bcstg. Co., Opelousas, La.—CP new AM station 1230 kc 250 w unl. AMENDED to change name of applicant from KOLA Broadcast Co. (co-partnership composed of Hugh O. Jones, Wm. E. Jones, James O. Jones and Mrs. Sarah Stewart Jones to KOLA Bcstg. Co., co-partnership composed of Hugh O. Jones, Wm. E. Jones and Mrs. Sarah Stewart Jones.

FM—Unassigned

KRMD Shreveport, La.—CP new FM station (class B) on frequency to be assigned by FCC, ERP 23.03 kw and ant. height above average terrain 256.94 ft.

Modification of CP

WCOC Meridian, Miss.—Mod. CP, as mod., which authorized increase in power and installation of new trans., for extension of completion date.

FM—Unassigned

American Quartz Labs. Inc., Camden, N. J.—CP new (class A) FM station on frequency to be assigned by FCC, ERP 1 kw and ant. height above average terrain 114.6 ft.

Modification of CP

WONO Oneonta, N. Y.—Mod. CP which authorized new AM station, for approval of ant. and approval of trans. and studio locations.

License for CP

WSKY Asheville, N. C.—License to cover CP, as mod., which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

WRRZ Clinton, N. C.—License to cover CP, as mod., which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WILX North Wilkesboro, N. C.—Mod. CP, as mod., which authorized new AM station, for extension of completion date.

WSRS Cleveland Heights, Ohio—Mod. CP which authorized new AM station, for approval of ant., for approval of trans. location and to specify studio location.

Assignment of License

WORD and WORD-FM Spartanburg, S. C.—Voluntary assignment of conditional grant of WORD-FM and voluntary assignment of license of WORD to The Spartan Radiocasting Co.

Modification of CP

KPBX Beaumont, Tex.—Mod. CP which authorized new AM station, for approval of ant., approval of trans. location and to specify studio location. AMENDED to make changes in ant.

License for CP

KCLE Cleburne, Tex.—License to cover CP which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

FM—92.5 mc

Port Arthur College, Port Arthur, Tex.—CP new (class B) FM station on channel 223, 92.5 mc, ERP 11.7 kw and ant. height above average terrain 378 ft.

License for CP

KDWT Stamford, Tex.—License to cover CP, as mod., which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

WEAM Arlington, Va.—License to cover CP, as mod., which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

(*Continued on page 82*)

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FCC Actions

(Continued from page 81)

Applications Cont.:

AM—1050 kc

East Side Bcstg. Co., Kirkland, Wash.—CP new AM station 860 kc 250 w D. AMENDED to change frequency from 860 to 1050 kc and make changes in ant. and ground system.

License for CP

KONP Port Angeles, Wash.—License to cover CP, as mod., which authorized installation of new trans.

AM—790 kc

KFIO Spokane, Wash.—CP change frequency from 1230 to 790 kc, increase power from 250 w to 5 kw, install new trans. and DA-N and change trans. location. AMENDED to revise DA.

Modification of CP

WJLS-FM Beckley, W. Va.—Mod. CP, as mod., which authorized new FM station, to change frequency to channel 242, 96.3 mc, and commencement and completion dates.

WDNE Elkins, W. Va.—Mod. CP which authorized new AM station, for approval of ant., change type trans. for approval of trans. and studio locations.

License Renewal

KSEL Lubbock, Tex.—License renewal AM station.

KALW San Francisco—License renewal.

KFKU Lawrence, Kan.—Same.

AM—1480 kc

Mobile Daily Newspapers, Inc., Mobile, Ala.—CP new AM station 1480 kc 5 kw DA-N unl. AMENDED to use DA-DN.

AM—1170 kc

Southern Bcstg. Co., Montgomery, Ala.—CP new AM station 1170 kc 10 kw DA unl. AMENDED to change power from 10 kw to 1 kw-N 10 kw-D and make changes in DA-N.

Modification of CP

KFQD Anchorage, Alaska—Mod. CP which authorized installation of new vertical ant., move main trans., increase power, install new trans., for extension of completion date.

AM—1580 kc

Gila Bcstg. Co., Winslow, Ariz.—CP new AM station 1580 kc 1 kw DA unl. AMENDED to change DA.

FM—Unassigned

Fanny B. Wilson, Memphis, Tenn.—CP new (class B) FM station on frequency to be assigned by FCC, ERP 16.2 kw.

Modification of CP

WQAM-FM Miami, Fla.—Mod. CP which authorized new FM station, for extension of completion date.

KCRG-FM Cedar Rapids, Iowa—Mod. CP which authorized new FM station, to change studio location and commencement and completion dates.

KSWI Council Bluffs, Iowa—Mod. CP which authorized new AM station, to change type trans. and change trans. location and specify studio location.

FM—102.1 mc

Nonpareil Bcstg. Co., Council Bluffs, Iowa—CP new (class B) FM station 102.1 mc channel 271 ERP 371.9 kw.

Modification of CP

KSO-FM Des Moines, Iowa—Mod. CP which authorized new FM station, for extension of completion date.

FM—Unassigned

KFNF Shenandoah, Iowa—CP new (class B) FM station on frequency to be assigned by FCC, ERP 62.6 kw.

AM—790 kc

Booth Radio Stations Inc., Saginaw, Mich.—CP new AM station 790 kc 1 kw DA unl. AMENDED to change trans. location.

AM—620 kc

WHJB Greensburg, Pa.—CP increase 250 w to 1 kw, change hours operation from D to unl., install new trans. and DA-DN and change trans. location. AMENDED to change DA pattern. AMENDED to change power from 1 kw to 500 w N 1 kw D and to make changes in DA.

Modification of CP

WRAK-FM Williamsport, Pa.—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

WFBC-FM Greenville, S. C.—Mod. CP which authorized new FM station, for extension of completion date.

WGAP Maryville, Tenn.—Mod. CP, as modified, which authorized new AM station, to change type of trans. and for extension of commencement and completion dates.

AM—860 kc

KONO San Antonio, Tex.—CP to change frequency from 1400 to 860 kc, increase power from 250 w to 1 kw-N 5 kw-D, install new trans. and DA-N and change trans. location. AMENDED to modify DA pattern.

Modification of CP

RCA, Portable-Mobile, to be used within Continental United States—Mod. CPs which authorized new experimental TV relay stations W10XLV and W10XLW, for extension of completion date.

APPLICATION RETURNED

FM—Unassigned

Angelus Bcstg. Co., Temple City, Calif.—CP for new FM station (class A) on frequency to be assigned by FCC and ERP 250 w. RETURNED April 10. Program analysis not submitted.

TENDERED FOR FILING

(Since Feb. 7)

Modification of CP

WLOF Orlando, Fla.—Mod. CP change trans. location, approval of trans. location and ant. system, using power of 5 kw DA-DN and unl.

AM—1330 kc

WERC Erie, Pa.—CP change frequency from 1230 to 1330 kc, 250 w to 5 kw install DA-DN, new trans. and change trans. location.

Modification of CP

KSBW Salinas, Calif.—Mod. CP to specify new trans. location using 1 kw unl. and DA-DN.

AM—600 kc

Kentucky Mountain Holiness Assn., Lawson, Ky.—CP for new AM station on 600 kc 1 kw D.

AM—1280 kc

WDSU New Orleans, La.—CP to make changes in DA system, using 5 kw unl. DA-DN.

AM—1450 kc

The Montana Network, Great Falls, Mont.—CP for new AM station 1450 kc 250 w unl.

April 17 Decisions . . .

BY A BOARD

AM—1490 kc

Lake Worth Bcstg. Corp. Inc., Lake Worth, Fla.—Granted CP new station 1490 kc 250 w unl.; engineering cond.

AM—1340 kc

O. J. Falge, Ladysmith, Wis.—Granted CP new station 1340 kc 100 w unl.; engineering cond.

AM—940 kc

Monongahela Valley Bcstg. Corp., Charleroi, Pa.—Granted CP new station 940 kc 250 w D; engineering cond.

AM—1400 kc

Missoula Radio Assn., Missoula, Mont.—Granted CP new station 1400 kc 250 w unl.; engineering cond.

AM—1450 kc

The McCook Bcstg. Co., McCook, Neb.—Granted CP new station 1450 kc 250 w unl.; engineering cond.

AM—1240 kc

Arkadelphia Bcstg. Co., Arkadelphia, Ark.—Granted CP new station 1240 kc 250 w unl.; engineering cond.

AM—1450 kc

Bcstg. Corp. of America, Blythe, Calif.—Granted CP new station 1450 kc 250 w unl.

AM—1420 kc

Schoharie County Community Service Bcstg. Corp., Cobleskill, N. Y.—Granted CP new station 1420 kc 1 kw D; engineering cond.

AM—1220 kc

Fla. East Coast Bcstg. Co., Miami, Fla.—Granted CP new station 1220 kc 250 w D; engineering cond.

AM—900 kc

Seminole Bcstg. Co., Belle Glade, Fla.—Granted CP new station 900 kc 1 kw D.

AM—730 kc

Worthington Bcstg. Co., Worthington, Minn.—Granted CP new station 730 kc 1 kw D; engineering cond.

AM—1500 kc

Denison Bcstg. Corp., Sherman, Tex.—Granted CP new station 1500 kc 250 w D; engineering cond.

AM—1080 kc

Western New York Bcstg. Co., Kenmore, N. Y.—Granted CP new station 1080 kc 1 kw D; engineering cond.

AM—680 kc

Miller Pub. Co. Inc., Omak, Wash.—Granted CP new station 680 kc 1 kw D.

AM—1080 kc

The Argus-Press Co., Owosso, Mich.—Granted CP new station 1080 kc 250 w D.

Assignment of License

WFIN and WFIN-FM Findlay, Ohio—Granted consent to assignment of license WFIN and CP for WFIN-FM from Fred R. Hover tr/as Findlay Radio Co. to Helen F. Hover, administratrix of estate of Fred R. Hover, deceased.

Assignment of License

WJZM and WJZM-FM Clarksville, Tenn.—Granted consent to assignment of license from William Kleeman to Elmer T. Campbell and John Perry Sheftall, partnership d/b as Campbell & Sheftall, for cash consideration of $95,000, or $100,000 payable over 6-year period.

Assignment of CP

KPET Lamesa, Tex.—Granted consent to assignment of CP KPET from R. O. Parker to Lamesa Bcstg. Co., partnership composed of R. O. Parker, R. A. Woodson and K. S. Ashby, for amount spent so far in prosecuting CP, $3,000.

Hearing Designated

KSEO Durant, Okla.—Designated for hearing application for mod. CP to permit operation 1340 kc with 250 w unl. rather than 750 kc 250 w D as authorized, ordered that KAND Corsicana, Tex., be made party to proceeding.

FM Conditional Grants

Authorized 15 class B and 2 class A FM conditional grants for new FM stations. In some cases allocated new channels. See story page 91.

FM CPs Granted

Authorized 10 class B and 2 class A FM construction permits. Conditions. See story page 91.

April 17 Applications . . .

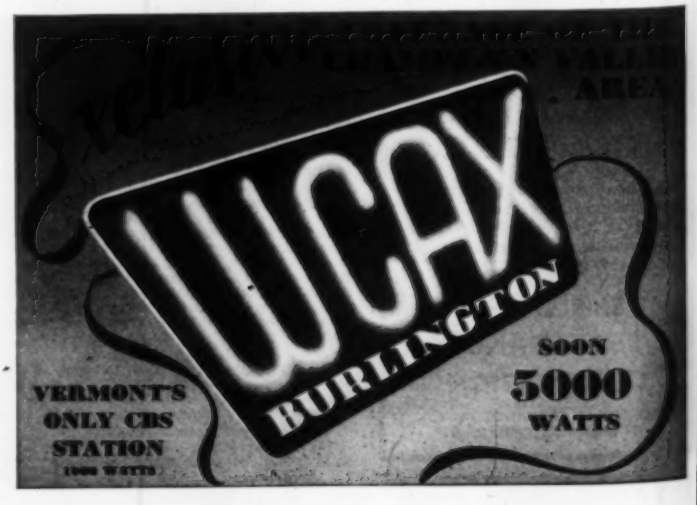
ACCEPTED FOR FILING

Modification of CP

KFAC-FM Los Angeles—Mod. CP which authorized new FM station, to change type trans., ERP to 272.2 kw, ant. height above average terrain to 2,139 ft.; make changes in ant. system and change commencement and completion dates.

WTIC Hartford, Conn.—Mod. CP which authorized installation of new trans. for extension of completion date.

WQAM Miami, Fla.—Mod. CP which authorized installation of new ant. and



mount FM ant. on top, for extension of completion date.

FM—101.3 mc

News Pub. Co., Rome, Ga.—CP new (class B) FM station on channel 267, 101.3 mc, ERP 38.5 kw.

AM—Antenna

WKMO Kokomo, Ind.—CP install new vertical ant. and to mount FM ant. on top of AM tower.

Modification of CP

WLAW-FM Lawrence, Mass.—Mod. CP which authorized new FM station, to change commencement and completion dates.

FM—Unassigned

Lincoln Bcstg. Co., Detroit, Mich.—CP new (class B) station on frequency to be assigned by FCC and ERP 10 kw.

Modification of CP

KMBC Kansas City—Mod. CP which authorized to mount FM ant. on top of DA tower, for extension of completion date.

WFNS-FM Burlington, N. C.—Mod. CP which authorized new FM station, to make changes in ant. system.

WHIM Providence, R. I.—Mod. CP, as mod., which authorized new AM station, to change type trans. and make changes in vertical ant.

AM—1240 kc

WWON Woonsocket, R. I.—CP install new trans.

License Renewal

WBRL Baton Rouge, La.—License renewal AM station.

WHA Madison, Wis.—Same.

WBOE Cleveland—Same but for noncommercial educational station.

Modification of CP

KUSC Los Angeles—Mod. CP, as mod., which authorized new noncommercial educational station, for extension of completion date.

AM—1340 kc

Coast Counties Bcstrs., Salinas, Calif.—CP new station 1340 kc 250 w unl. Contingent upon KHUB being granted change of frequency.

AM—1170 kc

Peach State Bcstg. Co., Macon, Ga.—CP new station 1180 kc 1 kw D. AMENDED to change 1180 kc to 1170 kc.

Modification of CP

WTOM Bloomington, Ind.—Mod. CP, as mod., which authorized new station, to increase power from 100 to 250 w and extension of commencement and completion dates.

WOLF Syracuse, N. Y.—Mod. CP, as mod., which authorized install new vertical ant. and change in ground system, for extension of commencement and completion dates.

WJMO Cleveland—Mod. CP, which authorized new station, to change type trans., to make changes in vertical ant. and change trans. and studio locations.

WRRN Warren, Ohio—Mod. CP which authorized change frequency, increase power, install new trans. DA-DN and change in trans. location, to make changes in DA.

Acquisition of Control

KAKC Tulsa, Okla.—Voluntary acquisition of control licensee corporation from Ethel B. Kellough and Robert W. Kellough to Sam E. Avey. (125 shares of common stock-25%).

Modification of CP

WSAN-FM Allentown, Pa.—Mod. CP which authorized new FM station, for extension of completion date.

AM—1330 kc

Community Service Bcstg. Co., Erie, Pa.—CP new station 1330 kc 5 kw DA unl. AMENDED to modify DA.

AM—1340 kc

WKRZ Oil City, Pa.—CP install new vertical ant. mount FM ant. on top of AM tower and change trans. and studio locations.

AM—1000 kc

Sims Pub. Co., Orangeburg, S. C.—CP new station 1020 kc 1 kw D. AMENDED to change frequency from 1020 kc to 1000 kc.

Modification of CP

WLVA-FM Lynchburg, Va.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

KVAN Vancouver, Wash.—Mod. CP which authorized change frequency, increase power, install of new trans. and DA-DN and change trans. location, to change type trans. and change type towers.

FM—Unassigned

News Pub. Co., Clarksburg, W. Va.—CP new FM station (class B) on frequency to be assigned by FCC, ERP 8.2 kw.

APPLICATION DISMISSED

FM—Unassigned

Radio Austin Inc., Austin, Minn.—CP new (class A) FM station on frequency to be assigned by FCC, ERP 350 w and ant. height above average terrain 158 ft. DISMISSED April 4, per petition dated March 28.

APPLICATIONS RETURNED

FM—Unassigned

Birney Imes Jr., Tupelo, Miss.—CP new (metropolitan) FM station on frequency to be assigned by FCC. Returned Aprfl 14, incomplete.

FM—Unassigned

Birney Imes Jr., Columbus, Miss.—CP new FM station on frequency to be assigned. Returned April 14, incomplete.

FM—94.1 mc

Martinsville Bcstg. Co. Inc., Martinsville, Va.—CP new FM station (class B) on channel 231, 94.1 mc, ERP 4.44 kw returned to applicant's attorney April 15, program analysis not submitted.

FM—45.7 mc

World Pub. Co. and Tulsa Tribune Co., Tulsa, Okla.—CP new FM station on 45.7 mc. DISMISSED April 4, request of attorney.

FM—Unassigned

Huntsville Bcstg. Co., Huntsville, Ala.—CP new FM station (class B) on frequency to be assigned by FCC, ERP 1.2 kw. RETURNED to applicant April 16; program analysis not submitted.

TENDERED FOR FILING
(Since Feb. 7)

Modification of License

WCKB near Dunn, N. C.—Mod. license change hours operation from D to limited hours, operating on 780 kc 1 kw.

AM—780 kc

Blue Ridge Bcstg. Co. Inc., Seneca, S. C.—CP new station 780 kc 250 w D.

AM—1550 kc

Pure Bred Bcstg. Co., Richmond, Ky.—CP new station 1550 kc 250 w unl.

Assignment of License

WFRP Savannah, Ga.—Consent to assignment of license to Georgia Bcstg. Co.

Modification of CP

WIBS Santurce, P. R.—Mod. CP to change DA using 10 kw unl. DA-DN.

WRRN Warren, Ohio—Mod. CP for changes DA-N using 5 kw unl. DA-DN.

Hearings Before FCC . . .

APRIL 21

AM—Hearing

Joe V. Williams Jr., Chattanooga, Tenn.—CP 1490 kc 250 w unl.
Respondent: WRGA Rome, Ga.

AM—Hearing

S. H. Patterson, Topeka, Kan.—CP 1440 kc 5 kw DA unl.

KVAK Atchison, Kan.—CP 1470 kc 1 kw unl.

APRIL 23

Oral Argument

Report B-299

Beloit Bcstg. Co., Beloit, Wis.—CP 1490 kc 100 w unl.

The Elgin Bcstg. Co., Elgin, Ill.—Same but 250 w.

Village Bcstg. Co., Oak Park, Ill.—Same.

Vicent G. Cofey, Elgin, Ill.—Same.

Community Bcstg. Co., Oak Park, Ill.—Same.

Report B-291

Radio Wisconsin Inc., Madison, Wis.—CP 1480 kc 1 kw unl. DA-N.

Edwin Mead, Rockford, Ill.—Same but DA.

Report B-294

Liberty Bcstg. Co., Pittsburgh—CP 99.1 mc, 15,460 sq. mi., unl.

Report B-321

Commonwealth Bcstg. Corp., Danville, Ky.—CP 1230 kc 100 w unl.

Danville Bcstg. Co., Danville, Ky.—Same but 250 w.

Report B-322

Mid-America Bcstg. Corp., Louisville, Ky.—CP 1040 kc (1080 kc NARBA) 1 kw-N 5 kw-D unl.

Kentucky Bcstg. Corp. Inc., Albany, Ind.—CP 1080 kc 1 kw-N 5 kw-D DA-DN.

Report B-331

Jackson Bcstg. Co., Jackson, Tenn.—CP 1490 kc 250 w unl.

Hub City Bcstg. Co., Jackson, Tenn.—Same.

George Arthur Smith, Jackson, Tenn.—Same.

Report B-337

Dorrance D. Roderick, Pueblo, Col.—CP 1230 kc 250 w unl.

Pueblo Radio Co. Inc., Pueblo, Col.—Same.

NEW LIMITING AMPLIFIER DESCRIBED BY GE EXPERT

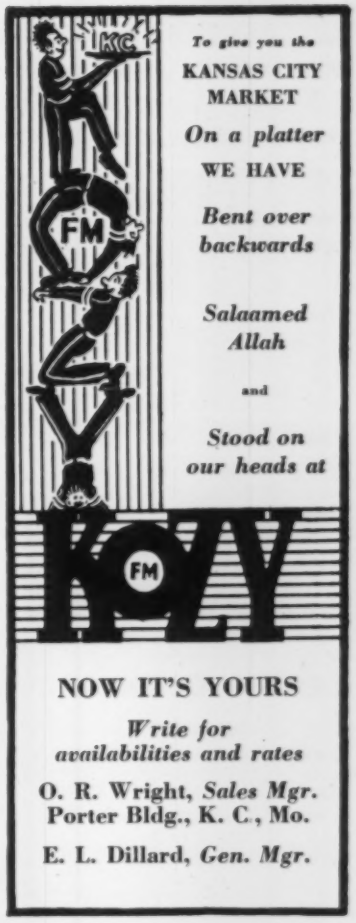
A NEW DEVICE which reportedly eliminates an old bugaboo of broadcast engineers—abruptly loud intensities of voices and music—was described last week in Atlanta, Ga., by Laurence M. Leeds, a General Electric engineer.

Known as limiting amplifier circuit for broadcast transmitters, the new device will also serve to increase station coverage, according to Mr. Leeds. He explained its operation at a session of the Broadcasting Engineers Conference sponsored by the Georgia School of Technology and the Atlanta section of the Institute of Radio Engineers.

Mr. Leeds said the limiting amplifier automatically anticipates the transient increases in volume, known technically as "peaks", which occur too fleetingly for manual adjustment. The program is delayed electrically, whereupon the amplifier automatically readjusts the sound intensity to proper value, he explained.

Mr. Leeds pointed out that at present radio stations decrease their power during such periods to make the distortions less audible. He declared that this would be unnecessary with the limiting amplifier and thus full power could be maintained constantly.

WMAN Mansfield, Ohio, has been commended by the local Fire Prevention Committee for activities of station in helping Mansfield win the grand award in National Fire Waste Contest, for its fire prevention work in 1946.



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Standard Grants

(Continued from page 20)

Looney Jr., former announcer WDAE Tampa, Fla., vice president; Douglas Silver, president and 25% owner WIRA, secretary; R. G. Nelson, physician, treasurer. Each holds 25% interest. Granted April 17.

Worthington, Minn. — Worthington Broadcasting Co., 730 kc, 1 kw, daytime. Principals: R. W. Olson, turkey farmer, president and holder 220 shares; Ralph E. Shepard, program manager KWLM Willmar, Minn., vice president and 15 shares; Arnold W. Brecht, farmer, secretary-treasurer and 15 shares. Granted April 17.

Sherman, Tex.—Denison Broadcasting Corp., 1500 kc, 250 w, daytime. Principals: Elmer Scarborough, engineer KFJZ Forth Worth, president and 51% owner; Joel Carroll, real estate, building supplies, cattle and feed business interests, vice president and treasurer 29%; Mrs. Mary Stewart, employed by Bluebonnett Cleaning and Pressing Co., Fort Worth, secretary 20%. Granted April 17.

Kenmore, N. Y.—Western New York Broadcasting Co., 1080 kc, 1 kw, daytime. Co-partnership: Edwin R. Sanders, war research engineer in applied physics laboratory Johns-Hopkins U.; Thaddeus Podbieliniak, engineer Kellex Corp., Baltimore, affiliated with Johns-Hopkins. Granted April 17.

Omak, Wash.—Miller Pub. Co. Inc., 680 kc, 1 kw, daytime. Publisher weekly Wenatchee Journal. Principals: Don T. Miller, president and 42% owner; his wife, Helen L. Miller, vice president and treasurer 0.75%; Ferd J. Schaaf has been assistant attorney general for State of Washington as well as state director of public service, secretary 0.9%. Granted April 17.

Owosso, Mich.—The Argus-Press Co., 1080 kc, 250 w, daytime. Principals: J. E. Campbell, president and 26% owner; H. Kirk White, vice president Owosso Savings Bank and vice president and assistant manager of Owosso Mfg. Co. (snow shovels, screen doors) vice president 30%; Florence Campbell, 6%; Clarence B. Campbell, 16%; George W. Campbell, secretary-treasurer, 18%. Granted April 17.

All excepting the Blythe, Belle Glade, Omak and Owosso grants subject to engineering conditions.

Ownership List

Following is ownership of the new standard stations authorized by FCC within the past fortnight. [BROADCASTING, April 7 and 14.]

Lamar, Col.—The Southeast Colorado Broadcasting Co., 1340 kc, 250 w, unlimited. Principals (all 16-2/3% each): L. K. Christolear, superintendent, electric department, City of Lamar; W. R. Henry, farm supplies merchant; Charles Kendall, bakery owner; Ralph E. Eaton, building contractor; Dr. L. E. Likes, physician; C. C. Reese, operator Reese Motor Co. Granted April 3.

Eau Claire, Wis.—WBIZ Inc., 1400 kc, 250 w, unlimited. Principals: James J. Conroy, president and part owner WDSM Superior, Wis., and KBIZ Ottumwa, Iowa, president and 40% owner CBW Inc., holding company, president and holder 1 share (0.75%); Roland C. Buck, vice president and part owner WDSM, 40% owner CBW Inc., vice president and 0.75%; George W. Wells, part owner WDSM, 20% owner CBW Inc., secretary-treasurer and 0.75%; B. J. Colbert, sales representative Brown Shoe Co., St. Louis, and half-owner Buster Brown Shoe Store, Menomonie, Wis., 13-1/3%; I. E. Rasmus, attorney, 13-1/3%; A. W. Langill, banker, 13-1/3%. CBW owns 57-3/4% WBIZ Inc. Granted April 3.

Tyler, Tex.—Blackstone Broadcasting Co. Inc., 600 kc, 500 w, day. Principals (each 12½%): H. M. Bell, president Citizens National Bank; J. D. Patterson, wholesale grocer; Brynn Marsh, attorney; Tom H. de Lay, attorney; E. F. Swann, furniture and real estate businesses; L. A. Grelling, oil producer; R. L. Caton, insurance; Gus F. Taylor, banker. Granted April 3.

Colby, Kan.—Western Plains Broadcasting Co., 790 kc, 5 kw, day. Principals: John B. Hughes, in radio 20 years in news, writing, announcing, production and direction, since 1935 freelance, past president Pacific Coast Council on Intercultural Education, to be general manager new station, president and 50% owner; J. O. Gunnels, vice president, 3.33%; John T. Hay, secretary-treasurer, 1.66%. 17 other local residents and businessmen own remaining interest. Granted April 3.

Eau Claire, Wis.—Chippewa Valley Radio and Television Corp., 1050 kc, 1 kw, day, unlimited. Principals: Thomas K. Werner, real estate and insurance, president and director, 5%; William J. Kutsch, former vice president North Central Broadcasting System, president and 28% owner WMMJ Peoria, Ill., vice president and 16%; Keith Werner, investment securities, secretary-treasurer and 25%; John I. Kaiser, lumber and wholesale oil businesses, 30%; William E. Keefe, employed by Bireley's Inc., 16%; James A. Riley, Eau Claire city attorney, 8%. Granted April 3.

Roscoe, Ohio—Coshocton Broadcasting Co., 1560 kc, 1 kw, day. Principals: Frederick B. Wallace, director and 24% owner The Tribune Co., publisher daily Coshocton Tribune, president and 25.1% owner; Nora B. Hall, president and 3% owner The Tribune Co.; vice president and 5.5%; Robert B. Wallace, vice president and 24% owner The Tribune Co., secretary and 25.1%; William C. Wallace, director and 20% The Tribune Co., treasurer and 25.1%; Remaing stock held by group of 10 local businessmen. Granted April 3.

Banning, Calif.—Pass Broadcasting Co. 1490 kc, 250 w, fulltime. Partnership: Carl Phillips (25%), military service; Robert Phillips (25%), account representative at KPRO Riverside; John Phillips (50%), newspaperman. Granted April 10.

Waynesville, N. C.—Smoky Mountain Broadcasters Inc. 1400 kc, 250 w, fulltime. Principals: W. Curtis Russ, president (18.18%), editor and co-owner of Waynesville Mountaineer; Holt McPherson, vice-president (18.18%), vice-president and secretary of Star Publishing Co., 25% owner Western Carolina Radio Corp.; William Medford, secretary-treasurer (4.54%), lawyer, state senator; Robert M. Wallace (18.18%), general manager and 8% owner WOHS Shelby; Marion T. Gridges (18.18%), co-owner of Waynesville Mountaineer; J. A. Prevost (4.54%), banker, manufacturer, insurance man; E. S. Slack (4.54%), owner of clothing store chain; C. N. Allen (4.54%), banker; J. E. Massie (4.54%), banker, owner of theatre chain; Wayne A. Corpening (4.54%), agricultural agent. Granted April 10.

Paris, Tenn.—Broadcasters Assoc., 910 kc, 1 kw, day only. Principals: James H. McKee (75%), district sales manager for Zenith Radio Corp.; Odes E. Robinson (25%), technical supervisor West Virginia Network and consulting engineer in Charleston, W. Va. Granted April 10.

Bridgeport, Conn.—Bridgeport Broadcasting Co., 1300 kc, 1 kw, day only. Principals: William Elliot, president (25%), WICC Bridgeport announcer, script writer, producer; Emanuel Slotnick, vice-president (25%), grocer; Robert E. Drier, secretary and assistant treasurer (25%), Nustone Products Co.; C. Grosham Griggs, treasurer and assistant secretary (25%), investment banker. Granted April 10.

Thomasville, Ga.—Southern Broadcasting System Inc., 730 kc, 1 kw, day only. Principals: W. Fred Scott, secretary-treasurer (33-1/3%), funeral home, pipe company, 30% interest in Scott Equipment Co.; W. Fred Scott Jr., president (33-1/3%), 30% interest in Scott Equipment Co.; Mrs Elva Scott, vice president (33-1/3%). Granted April 10.

Hillsboro, Tex.—Hill Country Broadcasting Co., 1560 kc, 250 w, day only. Principals: R. W. Calvert (30%), attorney; W. N. Furney (30%), editor and publisher of Hillsboro Mirror and Evening Mirror; Ross Bohannan (20%), attorney, 20% interest in Coleman County Broadcasting Co., 10% interest in Hopkins County Broadcasting Co. (20% set aside for an experienced operator and manager.) Granted April 10.

Coleman, Tex.—Coleman County Broadcasting Co., 1000 kc, 250 w, day. Principals: Charles L. South (40%), attorney; Alton Stewart (20%), owns and operates city police radio; H. H. Jackson (20%), newspaper owner; Ross Bohannan (20%), attorney, 20% interest in Hillsboro County Broadcasting Co. Granted April 10.

Vicksburg, Miss.—Ewing Broadcasting Co., 1490 kc, 250 w, fulltime. Applicant is licensee of WJXN Jackson, Miss. Granted April 10.

Hudson, N. Y.—Colgren Broadcasting Co., 1230 kc, 250 w, fulltime. Partnership: Robert P. Strakos, assistant surveyor; John Francis Kearney, Navy veteran. Granted April 10.

TWENTY MIKE YEARS were chalked up by Jimmy Wallington on April 16 with twenty fingers being raised between Maury Cohen, (l), associate producer of CBS *Hope Chest* (Pict Sweet Foods), and Ed Cashman (r), producer of *Tony Martin Show* (Texaco) and manager of Kudner Agency Inc. Hollywood office. Both CBS programs include Mr. Wallington in lineup. Making with fingers and wishes are (l to r): Mr. Cohen, Mr. Wallington, Harry Witt, assistant general manager of CBS Western Division, Mr. Cashman.

On The Air
Atlanta's New WBGE
MIKE BENTON
President
MAURICE COLEMAN
General Manager

Peabody Awards

(*Continued from page 15*)

man who doesn't listen to the radio."

Mr. Weeks had some suggestions for broadcasting. "Avoid hardening of the arteries," he said. "Be wary of old patterns. Repetition is the pernicious anemia of radio. Be willing to gamble. You expect the public to gamble 2 or 3 billion dollars on receiving sets in the next five years. How much are you willing to gamble for the public?" Mr. Shirer, who was present to receive his award, made no speech of acceptance but confined himself to a simple expression of thanks.

John J. Gillin Jr., president and general manager of WOW, accepted the award for outstanding public service by a regional station, and Dan E. Jayne, general manager of WELL, accepted the award for outstanding public service by a local station.

Other winners of awards and the executives who accepted them were:

Other Winners

For outstanding entertainment in drama, *The Columbia Workshop*, accepted by Davidson Taylor, CBS vice president and director of programs.

For outstanding entertainment in music, the NBC *Orchestras of the Nation*, accepted by Niles Trammell, president of NBC.

For outstanding educational program, WMCA New York, accepted by Nathan Straus, president of the station.

Special citations were presented to:

WSB Atlanta, accepted by Brad Crandall Jr., director of the program series *The Harbor We Seek*. J. Leonard Reinsch, managing director of WSB and radio adviser to President Truman, delivered an off-the-record talk on the President's schedule after presentation of the award.

WHCU Ithaca, N. Y., for *Radio Edition of the Weekly Press*, accepted by Michael R. Hanna, general manager of the station.

MBS and its *Meet the Press*, accepted by Martha Rountree, producer of the show.

Henry Morgan, star of the ABC *Henry Morgan Show*, accepted by Mr. Morgan.

CBS and its mystery program, *Suspense*, accepted by Mr. Taylor.

CBS and its *Invitation to Music*, accepted by Mr. Taylor.

Robert Saudek, ABC director of public affairs, and ABC for the special broadcasts of *Hiroshima*, a *New Yorker* magazine story by John Hersey, accepted by Mr. Saudek.

Junior Leagues of America for their transcribed series, *Books Bring Adventure*, accepted by Mrs. J. King Hoyt, vice president of the Assn. of Junior Leagues.

John Crosby, radio critic of the New York *Herald-Tribune*, accepted by Mr. Crosby.

Winners of the awards and citations were introduced by John E. Drewry, dean of the Henry W. Grady School of Journalism of the U. of Georgia, which jointly administers the Peabody Awards with the NAB.

WGPA-FM Launched

WGPA-FM Bethlehem, Pa., owned by Bethlehem Globe Publishing Co., began broadcasting operations April 10. First broadcast was a remote from a Lions Club district meeting at a Bethlehem hotel. The station, is operating 7 a.m.-11 p.m. with effective radiated power of 10 kw on 94.7 mc.

J. ALBERT WOLL RESIGNS TO JOIN PADWAY FIRM

J. ALBERT WOLL, U. S. District Attorney who initiated government suit against James Caesar Petrillo, resigned last week to become the partner of AFM legal counsel Joseph Padway.

Mr. Woll is the son of American Federation of Labor vice president, Mathew Woll. His role as government prosecutor against the AFM chief was strongly protested last year in Congress and by broadcasters, on the grounds of pro-labor bias on the basis of his father's union affiliation.

Another AFM counsel, Henry Kaiser, told BROADCASTING that Mr. Woll "probably won't join the staff" until after the Petrillo case is decided by the Supreme Court.

KXOK IS FORCED OFF AIR BRIEFLY BY CUT CABLES

KXOK St. Louis was forced off the air momentarily shortly after 5 p. m. April 13 when telephone cables linking the station with its transmitter 14 miles away were cut.

Engineers at the transmitter quickly filled in with phonograph records. Meanwhile, the KXOK studio staff was transcribing ABC network shows and rushing the discs to the transmitter at half-hour intervals. The transcribed programs were broadcast one hour later than usual.

Station's engineers worked through the night preparing a short wave relay transmitter and normal operations were resumed at sign-on time next morning. Programs were shortwaved to the transmitter and then broadcast. Operations of KXOK-FM were not affected.

Because telephone workers were still out on strike the work of repairing the KXOX cable was done by supervisory employes of the Southwestern Bell Telephone Co. The repairs were completed by 12:15 p. m. last Monday, according to the station.

Hedges Nominated

WILLIAM S. HEDGES, NBC vice president in charge of planning and development, last week was nominated, without opposition, for the presidency of the New York Radio Executives Club. Others proposed for office, without opposition, by the Club's nominating committee were: For vice president, Regina Schuebel, radio director, Duane Jones Co.; for secretary, Louise (Pat) Spalding, manager of the radio traffic department of J. Walter Thompson Co. and for treasurer, Ralph N. Weill, general manager of WOV New York.

Petrillo

(*Continued from page 16*)

in union affairs, are due for close scrutiny. The union welfare fund —which would be banned under the proposed Hartley bill—is also due for a check, together with all AFM finances.

Meanwhile, whether or not the Supreme Court rules against the Lea Act, the future freedom of AFM to impose "featherbedding" on radio stations appeared to depend on the fate of the Hartley bill which bans the practice. The bill was passed by a three-to-one vote in the House last Thursday—apparently strength enough to over-ride an expected Presidential veto. A much "softer" labor bill was in preparation in the Senate where there is considerable sentiment against legislation tending to "restrict" or "penalize" unions.

ABOUT TRANSCRIPTION TURNTABLES—

Demands of new turntables for both AM and FM have been so great that Gates has set up production schedule for 600 complete transcription equipments during the next 150 days. By complete is meant in the many forms that broadcasters want them from chassis only to elaborate cabinet and desk models.

Broadcasters now ordering the popular CB-7 or CB-10 models for lateral, vertical, or universal vertical-lateral operation will be pleasantly surprised at the excellent delivery.

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

IN EASTERN NORTH CAROLINA ☆ YOUR ABC's ARE...

WRRF • WRRZ

5000 WATTS 930 KC WASHINGTON, N. C.

1000 WATTS 880 KC CLINTON, N. C.

Eastern North Carolina is the "as good as gold" market, where last year's bright leaf tobacco crop alone sold for $245,459,006. This rich 31-county market is the primary daytime listening area of WRRF and WRRZ.

In addition to reaching the 922,353 persons living in this prosperous market, there is a large "bonus" audience in the secondary area. For speedy results in the "as good as gold" market, use WRRF, Washington, N. C., and WRRZ, Clinton, N. C.

TAR HEEL BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
NEW YORK • CHICAGO • LOS ANGELES

Making *the best* even better!

Now—along with "The Texas Rangers"

A sure-fire give-away or self-liquidating offer! Attractive 48-pages of *Original Songs The Texas Rangers Sing* and scrap book album. Provided sponsors of "The Texas Rangers" *at cost!* Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

Delivers
Coverage of
North Carolina's
No. 1 Market
• Winston-Salem
• Greensboro
• High Point
WSJS
WINSTON-SALEM
Affiliate for
THE TRI-CITIES
★
Represented by
HEADLEY-REED COMPANY

INVEST
YOUR
AD
DOLLAR
WCK Y s-ly
L. B. Wilson
WCKY
50,000 WATTS
OF
SALES POWER
★ ★ ★

Expenditures of $2,350,000 Anticipated By Four Successful Television Applicants

(*Story on N. Y. Television Grants on page 18*)

CONSTRUCTION COSTS exceeding $2,350,000 are anticipated by the four New York-New Jersey applicants given proposed television grants by FCC last week.

None expects time sales in its first year of operation to yield more than 50% of the year's operating costs.

ABC, which also received a proposed FM grant for New York, "considers the new grants as the keystone of its prospective nationwide television and FM networks," said President Mark Woods, pointing out that ABC already has video grants or proposed grants for Detroit, Chicago, Los Angeles, and San Francisco.

He said that "in both television and FM, ABC has done intensive research and with the receipt of these grants plans to present to the public the greatest in public service, news and entertainment programs."

No Announcement Made

The network is withholding announcement of specific construction plans pending finality of the proposed grant, but its application to FCC contemplated construction costs of $922,170; first year's operating expenses of $2,005,955 (including more than $1,300,000 for programming), and first year's revenues of $934,700.

WOR anticipated expenditures of about $650,000 for video transmitter, studios and equipment, and officials said it would start construction "very shortly." Transmitter will be atop 444 Madison Ave., also the transmitter site of WBAM, its FM affiliate. First studios probably will be those of WOR and WBAM at 1440 Broadway.

WOR expects the first year's operating costs to approximate $1,175,604 (about half in programs and talent), with net time sales around $335,900, according to its application.

President Irving R. Rosenhaus of WAAT Newark said "granting of New Jersey's first television license . . . inaugurates a new era in communications in New Jersey and opens up an entirely new vista of entertainment and information for residents of the densely populated North Jersey metropolitan area." He promised a wide variety of video programs including sports; forums from New Jersey colleges, universities and secondary schools; audience participation shows and dramatic presentations; news, cartoons, and other features on film.

WAAT'S application envisioned a $211,679 construction expenditure, first year's operating costs of about $200,300 ($92,660 in programming), and gross revenues of $100,000.

New York *Daily News*, which also was nominated for an FM grant, issued no statement immediately on its plans. It had told FCC, however, that video construction costs would total about $575,000 and that it would spend around $562,198 on the first year's operations (over $320,700 for programs). The *News* ventured no estimate of first year's revenues, but told FCC it would be willing to operate the station for at least three years irrespective of profit.

All four applicants plan an initial operation of at least 28 hours a week.

Seller of Sales

(*Continued from page 10*)

interference with religious broadcasts.

Mr. Zlotnick started using radio over 15 years ago, with participations on the Arthur Godfrey morning show on WTOP Washington. Still keeping the Godfrey participation, firm has added two participation shows on WWDC Washington, plus a musical program 6-6:30 p. m. nightly on WWDC. The fur company's rate of expansion since going on the air reaches "an unbelievable figure which I would prefer not to quote," says Mr. Zlotnick.

Negotiations for the new WARL shows were made with M. Belmont Ver Standig, Washington advertising agency handling the Zlotnick account.

King to Hollywood

FRANK KING, former account executive of N. W. Ayer & Sons, Detroit, has been appointed assistant sales manager KNX Hollywood and CBS Pacific Network. Announcement made by Donald W. Thornburgh, CBS Western Division vice president. Mr. King headed AFRS New York office during the war as an Army captain.

BYRNES, RUSSELL BECOME LAW FIRM ASSOCIATES

JAMES F. BYRNES, former Secretary of State, last week became associated with the law firm of Hogan & Hartson, of Washington. Simultaneously, Donald S. Russell, former Assistant Secretary of State and erstwhile part owner of WSPA Spartansburg, joined the same firm. The Hogan firm is engaged in general practice, including radio. Partners handling the radio practice are Duke M. Patrick, Karl A. Smith and Lester Cohen.

It was explained that Messrs. Byrnes and Russell have not become partners in the firm but are associated as counsel. Mr. Russell has no present station interest. Justice Byrnes, however, is identified with the application of Walter J. Brown for acquisition of WORD Spartanburg for $85,000. Justice Byrnes would hold a minority interest in the company.

Mr. Brown is vice president and general manager of WSPA, sale of which to the Surety Broadcasting Co. for approximately $450,000 is pending before the FCC along with the proposed transfer of WORD. [BROADCASTING, April 7].

Miller Warns of Federal Infringement on Freedom

NAB headquarters executives addressed three business clubs in Kansas City during the Area C meeting held April 14-15. President Justin Miller, speaking before the Advertising and Sales Executive Club discussed radio's public service activities and warned against governmental infringement of basic freedoms.

A. D. Willard Jr., executive vice president, said newspapers and movies will come under censorship now imposed on broadcasting unless legislation is passed or court action is taken. He spoke before the Kansas City Chamber of Commerce. Frank E. Pellegrin, Director of Broadcast Advertising, told the Mercury Club of radio's value as an advertising medium.

AGRICULTURE
We've been programmed for the farmer for 20 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

Residents Denounce D. C. Tower Erection

Video, FM, AM Antennas Stir Ire Of Capital Citizens

PROTESTS against erection of television, FM and AM antennas in capital residential areas were aired before a joint Senate-House committee last week by Washington citizens.

Protests came in the form of support for a bill (HR 2984) introduced April 9 [BROADCASTING, April 14] by Rep. Sid Simpson (R-Ill.) regulating "installation of radio or television transmitting antennae, masts, or other structures in the District of Columbia."

George A. Corbin, legislative chairman of the Manor Park Citizen's Assoc. criticized both television companies and District Commissioners for having failed to act in the interest of a "majority" of home-owners in not restricting areas where antennas can be erected.

Called Safety Hazard

He declared that such installations were a safety hazard in residential zones. In addition, he asserted, these antennas also depreciate property value.

Corporation Counseil Vernon West, testifying for the Commissioners, declared property owners are adequately protected by current zoning laws dating from 1910.

W. Curtis Plummer, chief of FCC's Television Engineering Division, told the Committee that from "the technical point of view" height requirement for TV transmitters was essential. He explained that a video transmitter, to be most effective should be located in the densest population area. He indicated, that to move transmitters to the fringe of the city, as suggested by the citizen's group, would move many video sets into "shadow areas," since best reception is in "line of sight" from the transmitter.

He pointed out that Washington, unlike New York, has no high buildings so that towers must be erected on hills to be most effective. Most high points in the District are located in park or residential areas.

A similar bill was introduced last year, but was shelved after hearings.

Broadcasting Meets Emergency In Tornado-Devastated Regions

RADIO FACILITIES were used extensively when one of the Southwest's worst tornados ripped through the Texas-Oklahoma Panhandle area on the night of April 9. Radio helped fill the gap caused by complete breakdown of other means of communication in some parts of the area and partial breakdowns in others. The medium also was used effectively for appeals to bring food, clothing and medical supplies quickly into the stricken area. Radio's news coverage of the tornado likewise was outstanding.

KVOO Tulsa Newscaster Bud Jackson was preparing to sign off his 10-10:15 p. m. newscast April 9 when Night News Editor Manton Marrs, relayed a telephone report on the tornado. Mr. Jackson ad libbed the news flash, promised further details as quickly as they became available. KVOO interrupted all programs to give listeners news of the tornado as reports came in, and, like other stations, aired pleas from the Red Cross for aid in the form of food, clothing, bedding and medical supplies.

Oklahoma City stations flashed reports of the disaster the night of April 9. WKY and KOMA dispatched news men to the devasted areas for on-the-spot reports. WKY the following morning fed a pickup to the entire NBC network. Station remained alerted, airing bulletins, Red Cross and medical announcements, along with other public service news.

Wednesday night P. A. Sugg, WKY general manager, and Paul Hood, newly appointed promotion director, raced to stricken areas in the WKY mobile unit. Mr. Sugg, Mr. Hood, Edd Lemons, WKY farm director, Gene White, special events, and H. J. Lovell, chief engineer, broadcast eye-witness stories of the tragedy throughout the night and the following day.

Jerry Marx of the KOMA Oklahoma City news staff was plugged in on the AT&T test board when the first emergency call came through from the Woodward area, and heard the first eye-witness account of the disaster, according to the station. KOMA's Ben Holmes was dispatched to the disaster scene and later was placed in charge of medical supplies distribution. Bob Eastman, station news director, flew to the scene to report a full eye-witness account.

KFBI Wichita, Kan., learning of the storm firsthand from a Wichita-bound airplane that flew over the tornado, scored a scoop with its bulletins, according to General Manager Robert K. Lindsley. KFBI rushed a wire-recorder to the disaster and later rebroadcast a graphic description.

Coverage by KFDA

KFDA Amarillo, Tex., at 1:30 a. m. on April 10 gave an eye-witness report from Canadian, Tex., initial clearing house for the injured and already overflowing with patients from the three communities hardest hit—Woodward, Okla., and Higgins and Glazier, Tex. At 3:45 a. m. KFDA aired a report by an *Amarillo Times* reporter just returned from White Deer, Tex., the tornado's first target. KFDA newsmen shuttled between the stricken towns and Canadian, reporting storm details. ABC requested feeds from KFDA, its Amarillo outlet, and the station obliged with two-minute cutins on Martin Agronsky, *Headline Edition* and *This Week Around the World.*

KMAC San Antonio, presented on-the-spot news coverage. Dick Smith, KMAC news editor and Paul Tarrodaychek, assistant chief engineer, April 10, flew to Woodward in an Army B-25 and later presented a delayed broadcast. A second on-the-scene presentation was aired over KMAC at 10:45 p. m. the same day.

At Altus, Okla., KWHW, cooperating with the Red Cross and the Chamber of Commerce, put a series of appeals on the air to assemble relief supplies and send them by truck to the stricken area.

THREE MORE AFFILIATES TO JOIN MUTUAL SOON

MBS last week announced the addition of three new affiliates, bringing the total number of Mutual network stations to 413.

WKJG Fort Wayne, Ind., operating on 1380 kc with 5000 w, and owned and operated by the Northeastern Indiana Broadcasting Co., joins MBS July 1.

KENT Shreveport, La., operating with 1000 w daytime and 5000 w night on 1550 kc, joins Aug. 1. The station is owned and operated by Frank Ford, with his son serving as general manager.

WFAK Charleston, S. C., operating with 1000 w daytime on 730 kc, joins MBS Apr. 30. The station is owned and operated by the Charleston Broadcasters.

finch
first in facsimile
for broadcasting and point-to-point communication!
FINCH TELECOMMUNICATIONS
INCORPORATED
SALES OFFICE:
10 EAST 40th STREET, NEW YORK
FACTORIES PASSAIC N J

ISN'T it only natural when you find . . .

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

Only ZBM Covers Bermuda
ABC • MBS
National Representatives
JOHN BLAIR, United States — HORACE STOVIN, Canada

QUARTER CENTURY OF COMMUNITY SERVICE

NAB-Kansas City

(*Continued from page 17*)

Hill of Compton Adv., Kansas City, representing AAAA.

Mr. McLean quoted the April 9 ANA resolution supporting BMB as an "absolute necessity," adding "it gives you broadcasters what you need to sell time to advertisers like me."

In questions from the floor Arthur B. Church, KMBC Kansas City, asked if subscription rates for the projected March 1948, BMB survey might be reduced with more stations participating and with higher incomes increasing the rate unless adjustments are made. Mr. Feltis said a reduction in the rate could reasonably be expected. He said experience gained in the first survey would reduce the costs of subsequent ones.

Two small station owners protested the BMB rate charges as favoring the larger stations. One of them, Ben Sanders, KCID Spencer, Ia., said his small volume of national business did not justify the cost.

Hoyt Andres, WKY Oklahoma City, 12th District Program Managers chairman, urged stations to check carefully all copy and program ideas submitted to them, especially on public discussion matters. He warned that Communists' endeavor to inculcate their doctrines through "fancy title association names" without the association's knowledge.

Edmund J. Linehan, KSO Des Moines, successor to Eugene Flaherty, KSCJ Sioux City, Ia., as 10th District program manager, asked stations in his district to pass along programming matters to the committee.

CORNERED in the Muehlebach during NAB Area C meeting in Kansas City were (seated, l to r): Frank Stubbs, KFNF Shenandoah, Ia.; Verl Bratton, WREN Lawrence, Kan.; Carl Haverlin, BMI; Richard P. Doherty, NAB; Owen Saddler, Howard O. Peterson, KMA Shenandoah. Standing, Phil Hoffman, KRNT Des Moines; Gus Brandborg, KVOO Tulsa; P. A. Suggs, WKY Oklahoma City; William Wyse, KWBW Hutchinson, Kan.; John Esau, KTUL Tulsa; John Schilling, WHB Kansas City.

Mr. Fair outlined activities of the new Program Dept. Immediate problem, he said, is development of new standards of practice and explained that two subcommittees are working out recommendations for submission to the Special Standards of Practice Committee May 12-13.

Mr. Fair said agencies and advertisers as well as broadcasters ards. The Program Dept. will study news, music, agricultural and copyright matters, he said, with periodic reports going to stations on departmental activity.

At the small market stations meeting Mr. Pellegrin asked stations to send in facts on use of radio for institutional and public service purposes by local factories and industries. He advised small stations not to refer to themselves as "peanut whistles," explaining that stations and their managers are becoming important community elements. He said station operators are acquiring the prestige formerly held by the local newspaper editor.

Kansas City Registration

Alfred Alofsin, INS; Hoyt Andres, WKY; Bill Allen, KANS; M. R. Aldridge, KFRU; Geo. E. Alden, KWBW; H. G. Alexander, Collins Radio Co.; Ellis Atteberry, KCKN.

David Bain, RCA; Art Barnes, WSUI; Pat Buford, KHBG; Foster H. Brown, KXOK; Paul A. Bruner, KBIX; C. E. Breazeal, KCMO; John Blair, John Blair & Co.; Sam H. Bennett, KMBC; V. S. Batton, WDAF; K. H. Baker, NAB; Gustave Brandborg, KVOO; Forest Blair, KOIL; Harry Burke, KFAB; Bud Blust, KTUL; Owen H Balch, John Pearson Co.; Ed Breen, KVFD; John Bondson, WREN; Arden Booth, WREN; Matthew H. Bonebrake, KOCY; E. V. Baxter, KOAM; Jim Bormann, WMT; Carl Bliesner, WREN; Verl Bratton, WREN; Joe Bernard, KOMA; Bill Bryan, KOMA.

H. E. Carnes, KCRC; J. D. Carpenter, WKBB; Ward Colwell, United Press; Adelaide Carrell, WBBZ; James A. Coogan, KVGB; Paul Clark, RCA-Victor; Grover Cobb, KSAL; John F. Cash, WHB; Wayne W. Cribb, KHMO; Wells Chapin, KWGD; Arthur B. Church, KMBC; Plez Clark, KFH; John M. Cooper, INS.

Gren Darling, KTSW; Bob Drake, KANS; Lyle DeMoss, WOW; D. Denny, NBC; J. C. Denious, KGNO; Richard M. Day, Cardinal Co., Hollywood; Don D. Davis, WHB; R. P. Doherty, NAB; Leon Decker, KCMO; Dietrich Dirks, KTRI; Claude Dorsey, KMBC.

Wendell Elliott, KGFF; Bob Enoch, KTOK; John Esau, KTUL; Fred Ebener, WOW; W. O. Edholm, KOIL; F. C. Eighmey, KGLO; R. W. Evans, KCMO.

Harold Fair, NAB; T. J. Flannigan, Katz Agency; Harold Fulton, WHO; E. T. Flaherty, KSCJ; Charles R. Freburg, WOC; L. O. Fitzgibbons, WOC; Hugh Feltis, BMB; Dean Fitzer, WDAF.

John J. Gillin, WOW; Milton B. Garber, KCRC; Ken Gordon, KDTH; Henry Goldenberg, WHB; Wm. Griffith, KMBC.

Phil Hoffman, KRNT; E. M. Horning, KSIB; Geo. J. Higgins, KSO; E. K. Hartenbower, KCMO; E W. Hamlin, KSD; Geo. E. Halley, KMBC; Kolin Hager, SESAC; H. R. Hurd, KFJB; Dave Hodgins, WHB; Gus Hagenah, Standard Radio; Carl Haverlin, BMI; Robert H. Harter, WHO; John B. Hughes, Western Plains Broadcasting Co.; Ted Helthecker, KANS; R. B. Hull, WOI; Wm. A. Hannon, Employers Reinsurance Corp.; Ray V. Hamilton, Blackburn-Hamilton Co.

Hollis Joy, Wincharger Corp.; Phil Jackson, KTMC; R. B. Jones Jr., WENR; Ray Jensen, KSAL.

A. W. Kaney, NBC; Jack Kerrigan, WHO; Geo. Klayer, CBS; Leslie Kennon, KWTO; R. M. Keltner, KWTO; Harry J. Kaufmann, WDAF; Robert Keller, Robert S. Keller Inc.; Carl Koerper, KMBC; G. A. Kercher, Edward Petry & Co.; Ruth Krehbiel, Transcriptions Sales Co.

Ed. Lambert, KFRU; Jim Lantz, KCMO; R. J. Laubengayer, KSAL; Rex Lathen, KMMJ; Charles M. Lewis, RCA-Victor; Maury Long, Broadcasting Magazine; Clark A. Luther, KAKE; E. J. Linehan, KSO; Buryl Lottridge, WOC; U. L. Lynch, Western Plains Bcstg. Co.

Joe Matthews, Weed & Co.; Bert Masterson, United Press; Kenneth Maxwell, KUOA; Darrell Matthew, KGNO; Charles Miller, KRNT; Ken Miller, KVOO; Clem Morgan, KVGB; Don Mercer, NBC; M. M. Meyers, WOW; Justin Miller, NAB; James Mahoney, MBS; Miss Fran Maloy, KCMO; Al Marlin, BMI; Frank Mathews, KFH; C. E. Morrill, KCMO.

Jack McGee, KFRU; L. C. McKenny, KDMO; Maurice McMurray, WHO; G. B. McDermott, KPUR; Mrs. G. B. McDermott, KPUR; Jos. F. MacCaughtry, Cardinal Co.; Dale McCoy, KFBI; Arden D. McKee, KSIB; Bob McKinsey, KSPI.

Geo. Nickson, Western Plains Bcstg. Co.; W. J. Newens, KOIL.

C. E. Ogden, Capitol Records; Bob O'Brien, KSWI; Harold Olson, Collins Radio Co.

D. J. Poynor, WMBH; Frank E. Pellegrin, NAB; Sidney J. Pearlman, KCBC; John E. Pearson, John Pearson Co.; Pete Peterson, KMA; Bert H. Powell, KGGF; Genni Pruitt, WHB; Harry Peck, KFOR; K. W. Pyle, KFBI.

Bill Quarton, WMT.

Carter Ringlep, CBS, KMOX; J. Nelson Rupard, KTSW; Orville Rennie, KCRG; Guy Runnion, KXLW; Max Rininger, KWPC; Tom A. Rucker, KMBC.

John Steele, KSBO; Owen Saddler, KMA; R. H. Sawyer, KMA; Ben Sanders, KICD; Erle Smith, KMBC; Joe Story, KCKN; F. C. Strawn, KCMO; Bill Schudt, CBS; Elizabeth Sammons, KSCJ; John T. Schilling, WHB; Jack Shelley, WHO; Dick Smith, WHB; Morgan Sexton, KROS; E. A. Sugg, WKY; W. F. Shoemaker, Frederick W. Ziv Rad. Prod.; Frank Stubbs, KFNF; Al Stine, AP; Virgil Sharpe, KOIL; Howard Shuman, Lincoln Bcstg. Co.

O. L. Taylor, KANS; Archie Taylor, KANS; Walt Teich, KROS; Eric Tainter, KCKN; Bob Thomas, WJAG; S. B. Tremble, KCMO; Karl Troeglen, KCMO.

Geo. J. Volger, KWPC.

Bob Warner, INS; O. R. Wright, KOZY; Storm Whaley, KUOA; Chet Wallack, KGFF; John Wahlstedt, WHB; Wm. E. Ware, KSWI; Bill Wiseman, WOW; Jess Willard, NAB; Wm. D. Wagner, WHO, WOC; A. G. Walser, KCMO; J. Gordon Wardell, KGBX; W. B. Way, KVOO; Pierre Weis, Lang-Worth; Earl Williams, KFAB; Max Williams, KCKN; Tony Williams, KCMO; Woody Woods, WHO; Wm. Wyse, KWBW.

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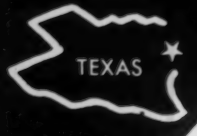

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Covering Texas?
Beaumont?
and 105,840
Radio Families
in
KRIC's
Daytime BMB?

KRIC BEAUMONT, TEX. 250W. 1450 Kc.
Established 1938
REPRESENTED BY THE BRANHAM COMPANY

HAWAII'S FIRST STATION
KGU
NBC IN THE PACIFIC SINCE 1931
HONOLULU
Affiliated with THE HONOLULU ADVERTISER · Represented by THE KATZ AGENCY, INC.

AREA C ATTENDERS at Kansas City NAB meeting included (seated, l to r): Harry Burke, KFAB Omaha; George Higgins, KSO Des Moines; James Reese, Reese Adv. Co., Kansas City; Robert Lindsley, KFBI Wichita; Ben Sanders, KICD Spencer, Ia. Standing, John Blair, John Blair & Co.; Hugh M. Feltis, BMB; John McLean, Hall Brothers, Kansas City; Robert D. Enoch; O. L. (Ted) Taylor, KTOK Oklahoma City; and Buryl Lottridge of WOC Davenport, Iowa.

NAB's Area C News Clinic Largest Held

117 Station Managers and News Editors Participate

LARGEST news clinic yet held in NAB's 18-month series was led by William B. Quarton, WMT Cedar Rapids, Iowa, with 117 station managers and news editors of Area C (Districts 10, 12) taking part, Wednesday at Hotel Muehlebach, Kansas City (see area story page 17). Mr. Quarton and Arthur C. Stringer, NAB Director of Special Services, covered all phases of the news problem.

Mr. Quarton

Results of a study of audience reaction to newscasts were reviewed by Dr. Arthur M. Barnes, U. of Iowa. The study showed that highest comprehension of newscasts occurs at 125 words per minute, lowest at 225 words. National news dominates postwar newscasts, it was found, taking up an average of 52.4% of all the news time on quarter-hour programs, followed by regional news, foreign news, feature stories and weather.

Commercial time on sponsored newscasts averaged 14.9% of time, with 96% of sponsored newscasts having an internal commercial. Out of 10 newscasts, six will feature the same lead, it was found.

William Ray, news and special events director of WMAQ Chicago and NBC Central Division, described a daily wire-recorded noon feature and its rise to third place among all WMAQ newscasts.

Soren H. Munkhof, WOW Omaha, lauded the work of the rewrite man who must sift 100,000 words daily to prepare 12,000-20,000 words for the air. Jack Shelly, WHO Des Moines, told of advantages of a system of regional correspondents. Phil Evans, KMBC Kansas City farm editor, said farm news must be prepared by experts or farmers will not listen.

Hoyt Andres, WKY Oklahoma City, said wire and local news should be blended to attract the station's particular audience. Wayne Cribb, WHMO Hannibal, Mo., said every newscast should contain as much local news as can be obtained.

Ken Miller, KVOO Tulsa, said even the smallest station must have at least one experienced newsman responsible solely to management for judgment of news value, preparation of broadcasts and department operation.

Buryl Lottridge, WOC Davenport, Iowa, noted the trend toward primary importance of local news and writing local significance into stories.

TRUMAN NAMES DENNY CONFERENCE CHAIRMAN

PRESIDENT TRUMAN last Wednesday appointed FCC Chairman Charles R. Denny, Jr., to be chairman of the International Radio Conference, beginning at Atlantic City May 15.

Assistant Secretary of State Garrison Norton was appointed chairman of the International Plenipotentiary Telecommunication Conference, and Assistant Secretary of State for Public Affairs William Benton was chosen to head the High Frequency Broadcasting Conference.

"These three conferences," said the State Dept. announcement, "are being convened by the government of the United States in view of the extreme urgency of resolving many telecommunication problems resulting from the dislocations of the war and the rapid advancements in the telecommunication art."

WFRP Seeks to Transfer Its License to New Firm

APPLICATION was filed with FCC last week by WFRP Savannah, Ga., requesting consent to assignment of license to a new corporation in which the owners, Frank R. Pidcock Sr. and James M. Wilder, plus Station Manager Edward N. Palen, are officers and stockholders. Reasons given were to strengthen the WFRP organization and to secure Mr. Palen's services. WFRP operates with 250 w on 1230 kc.

Name of the assignor partnership, Georgia Broadcasting Co., also is the name of the assignee corporation.

Messrs. Pidcock and Wilder, are president and vice president respectively of the new firm while Mr. Palen is secretary-treasurer. Mr. Pidcock will hold 50.5% interest and Mr. Wilder 24.75%. Remaining 24.75% interest will be held by Mr. Palen, who was named general manager in January [BROADCASTING, March 27]. He formerly was program manager of WJW Cleveland.

CCBS TO CREATE POST OF ASSISTANT DIRECTOR

CLEAR CHANNEL Broadcasting Service, holding its first full-scale meeting since its session during the NAB Convention last October, last week voted to create the position of assistant to the director and authorized the executive committee to fill the post.

The assistant director would serve in the Washington office under Director Victor A. Sholis.

The group also approved several recommendations of the executive committee for an expanded program of activities. The meeting took place last Tuesday in Chicago.

Present were:

Edwin W. Craig, WSM Nashville, CCBS chairman; Harold V. Hough, WBAP Ft. Worth, treasurer; A. M. Herman, WBAP; John M. Outler Jr., WSB Atlanta; Hugh A. L. Halff, WOAI San Antonio; Lisle Baker, WHAS Louisville; Frank P. Schreiber and Carl J. Meyers, WGN Chicago; Harry Wismer and R. M. Pierce, WJR Detroit; William Fay, WHAM Rochester; George Lewis, WCAU Philadelphia; Dwight Martin and James Rockwell, WLW Cincinnati; W. H. Summerville and J. D. Bloom, WWL New Orleans; J. B. Conley, KDKA Pittsburgh; Raymond Collins, WFAA Dallas; Glenn Snyder, WLS Chicago; Paul A. Loyet and Ralph Evans, WHO Des Moines; and, from Washington, D. C., Victor A. Sholis, CCBS director, John H. DeWitt Jr., engineering consultant, and Reed T. Rollo, of the law firm of Kirkland, Fleming, Green, Martin & Ellis. Mr. Rollo represented Louis G. Caldwell, CCBS counsel.

Advertisers are cashing-in on KSFO's music policy. Write for the "Music Story" and learn why 3 out of 4 San Francisco-Oakland Bay Area radio families prefer KSFO to any other independent station, or ask your Universal Radio Sales representative.

WESLEY I. DUMM, President
Represented by Universal Radio Sales

560 KSFO SAN FRANCISCO

Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.

The Shreveport Times Station

Durr

(*Continued from page 13*)

a "definite promise . . . that the Commission will bear its full share of responsibility for improving program service by the diligent exercise of its licensing power in the fulfillment of its 'statutory responsibility for the public interest,'" and declared that, "having clearly recognized that responsibility, we should not now retreat from it."

Mr. Durr conceded that FCC "should not act lightly in taking broadcast licensees off the air, or in subjecting them to the cost and inconvenience of hearings on the renewal of their licenses." But he contended FCC's "primary responsibility is for the public interest" and "it should not permit an excessive concern with the financial interests of the broadcasters to overshadow its concern for the listening public." He continued:

"Moreover, it seems to me that the proposed decision in this proceeding involves more than mere laxity in the enforcement of the principles of the Commission's Report [Blue Book]. The standards themselves are being lowered. . . .

"As I have previously pointed out, under the Communications Act the use of these new frequencies can be licensed only upon a finding that the public interest, convenience or necessity will be served thereby. The 'public interest' in broadcasting of necessity lies in programming, for that is the only phase of broadcasting which is of concern to the public, as distinguished from the broadcasters themselves.

"In finding that the grant of the applications is in the public interest, the Commission necessarily must find that the program service proposed meets the standards of public interest. The minimum standards laid down in this proceeding therefore become the maximum standards which the Commission will have the right to demand of any applicant or licensee, because it must treat all alike.

"Thus, by its grant in these cases, the Commission has substituted the program standards of Station WGES for the principles of the Commission's Report. I do not think this is fair either to the public or to able and conscientious broadcasters who have a high sense of public responsibility and who set high standards for their own operations but must meet the competition of stations applying the low standards upon which the Commission has now set its stamp of approval."

Meanwhile, in another forum and on another subject Commissioner Durr last Thursday, speaking in New York at the annual luncheon of the Associated Church Press and the National Religious Publicity Council, questioned the means which can be employed to carry out President Truman's order directing the removal of "disloyal" employes and officials from government. He said:

"Certainly they should be [removed], if we can surely identify them. But what is the test of disloyalty? Can it be ascertained by men's beliefs and sympathies, independently of their actions; can we avoid confusing loyalty to particular economic, social, or even religious institutions, or political parties or factions, with loyalty to country? . . .

"Who are to be the judges of a person's loyalty or disloyalty? And if beliefs are the test, how can the judges avoid making their own particular beliefs the standard? . . . Can men be fairly tried when their right to face the accusers, and to be fully advised of the nature and cause of the charges against them, depend upon the 'discretion' of those who accuse them?"

Will Influence Spread

Speaking on "Freedom and Fear," he asked: "If our freedoms are in fact endangered, do we endanger them even more by the methods employed to defend them?" He said the Executive Order banning disloyal employes applies only to those in government. "But will the example of government stop with government itself?" he asked.

In a New York talk on Tuesday, on WQXR's *What's on Your Mind?* forum, Commissioner Durr said radio in the U. S. has been successful in a business sense but has not done so well as it could in other phases. He said "we should concern ourselves with the freedom of 150,000,000 American people rather than with the freedom of broadcasters arbitrarily to run their own stations in any way they see fit, without regard to listeners and their needs."

He asserted that since the Blue Book was issued radio has improved—that stations are putting more emphasis on public service programs and are carrying more good network sustaining programs in place of local shows of questionable value.

Mr. Durr appeared with Carl Haverlin, president of Broadcast Music Inc.; John V. L. Hogan, radio inventor and president of WQXR, and Albert N. Williams, radio editor of the *Saturday Review of Literature*, in discussion of the question, "Is Our System of Broadcasting a Success?" Alice Pentlarge was moderator.

With his contention that the advice and intelligence of advertisers are more important to station owners than the audience, Mr. Williams drew the fire of Messrs. Haverlin and Hogan who said owners must take first consideration of the audience because without an audience they could not attract advertisers.

Sale of Clarksville Local is Approved

WJZM, KPET and WFIN Requests Authorized by FCC

SALE of WJZM (1400 kc, 250 w) and WJZM-FM Clarksville, Tenn., by Owner William Kleeman to Elmer T. Campbell and John Perry Sheftall, for $95,000 cash or $100,000 payable over a six-year period, was approved by FCC last Thursday.

Mr. Campbell, who will own 60%, is B. F. Goodrich Co.'s Washington D. C., manager. Mr. Sheftall, who will have 40%, is a real estate broker. Mr. Kleeman, mayor of Clarksville and half owner of the Coca Cola Bottling Co. there, said he wished to relinquish WJZM to devote more attention to his other business interests [BROADCASTING, Feb. 10].

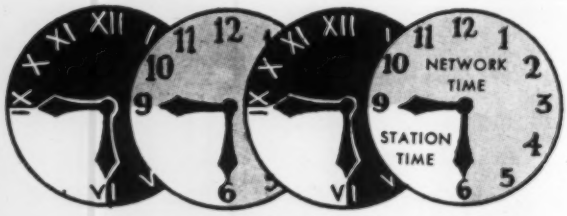
The Commission also approved assignment of construction permit for KPET Lamesa, Tex. (690 kc, 250 w, day only) by Riley Orlan Parker to Lamesa Broadcasting Co., in which he owns 51% interest. His associates are K. S. Ashby (24%), who will be general manager, and R. A. Woodson (25%). Mr. Parker will be reimbursed for initial investments approximating $2,800 and the three partners will invest in the station in proportion to their ownership interests [BROADCASTING, March 31].

Meanwhile, FCC gave its consent to the application for assignment of license of WFIN Findlay, Ohio (1330 kc, 1 kw day only) and construction permit for WFIN-FM from the late Fred R. Hover to his widow, Helen F. Hover administratrix of his estate.

AFA Ad Drive

PUBLIC relations campaign conducted by the Advertising Federation of America, designed to promote a better understanding of advertising, is being supported by over 500 stations, according to AFA. The stations are carrying announcements explaining what advertising can mean to America. Material is available at the Federation, 330 W. 42d St., New York 18.

LET'S HAVE UNIFORM TIME



all year 'round

● Once and for all you can eliminate switching local shows to accommodate time change. Regardless of your time zone, the Mosby Plan can save this twice yearly costly headache.

Allocate a definite portion of each hour to the network—the first, second and fourth quarter hours. The third quarter hour belongs to the affiliate. Then, no matter what changes are made in network time, local shows remain constant. Network programs flow around your time like water around a pebble in a stream. Regardless of time zone, local accounts are assured of their favorite spots the year 'round.

Let's give it a try.

The Art Mosby Stations

KGVO MISSOULA MONTANA
● 5000 W Day—1000 W Night
● CBS

KANA BUTTE-ANACONDA MONTANA
● 250 Watts

Represented by WEED & COMPANY

IN CANADA
WINNIPEG
is a "MUST" buy
Men Who Know select
630 KC. CKRC NOW 5KW
REPRESENTATIVE - WEED & CO.

Denny Loses Case

TWO authorities on radio law—Charles R. Denny and William A. Roberts—represented contesting citizen groups before the District of Columbia Public Utilities Commission. Mr. Denny, chairman of the FCC, argued before the utilities group that the Wesley Heights bus line should be moved. Mr. Roberts, of the law firm of Robert & McInns, argued for a group opposing any change in the route.

The commission ruled in favor of Mr. Roberts' position.

3 Rivals Seek Dismissal Of WDAS FM Application

REQUESTS that WDAS Philadelphia's FM application be dismissed or put into FCC's pending files in view of the proposed sale of the station have been filed with the Commission by three rival FM applicants.

The pleas followed the request of William Goldman Theatres, which has bought WDAS for $485,000 from Alexander W. Dannenbaum and Cecil L. Naumburg subject to FCC approval [BROADCASTING, March 3], asking that the WDAS FM bid either be granted or the hearing re-opened to permit the proposed purchaser to present evidence.

Applicants WHAT Philadelphia, Franklin Broadcasting Corp., and Unity Broadcasting Corp. contended Goldman Theatres is not yet owner of the station, and that it could have but failed to appear in the hearing before the record was closed. Fifth Philadelphia FM applicant is Patrick Joseph Stanton, WDAS general manager. Four channels are available.

Truman on Networks

PRESIDENT TRUMAN will be heard on networks today (April 21) as he addresses the Associated Press lunch in New York at 2 p. m.

☆in the general advertising press

2 Class A, 15 Class B FM Grants Are Tendered FCC Approval

CONDITIONAL grants for two Class A and 15 Class B FM stations were authorized last Thursday by the FCC. Construction permits were awarded for two Class A and 10 Class B stations. One of the Class A grants and five of the Class B were in lieu of previous conditions.

In seven instances new Class B channels were added to areas receiving conditional grants. No specific channels were assigned, pending final decision on the proposed Class B FM reallocation plan [BROADCASTING, April 14]. All of the conditional grants are subject to further review and approval of engineering details. There also are conditions with issuance of the CPs.

The grants were made by a board composed of Chairman Charles R. Denny and Comrs. Ray C. Wakefield and Ewell K. Jett.

Class A conditional grants:

Big Bear Lake, Calif.—Big Bear Lake Broadcasting Co. Co-partnership: Lancell S. McDonald, welding shop operator; Carl V. Teschan, theatre projectionist, former radio engineer.

Springfield, Ohio—Champion City Broadcasting Co. Partnership: Dr. Delbert J. Parsons, physician 60%; Bill Erin, formerly with WIZE Springfield, 30%; John Harwood, president and general manager, Lagonda Printing Co., 10%.

Class B conditional grants:

Pueblo, Col.—Rocky Mountain Broadcasting Co. Principals: Walter Hurd, owner, Hurd Pontiac Co. president; Carl Walter and Martin Walter Jr., operators of Walter Brewing Co., vice president and treasurer respectively; A. G. Chamberlain, First Federal Savings and Loan Co., secretary. Each 25% interest.

Crawfordsville, Ind.—Journal Review. Partnership (publishes daily Journal Review): H. Foster Fudge (majority owner), Gladys C. Fudge, Martha F. Vance and W. Addington Vance. Channel 248 allocated to Crawfordsville.

Asheville, N. C.—Asheville Citizen-Times Co. Licensee WWNC. Channel 251 allocated Asheville.

Henderson, N. C.—Henderson Radio Corp. Licensee WHNC.

San Juan, P. R.—Martinez-Rodriguez Broadcasting Co. Co-partnership: Juan Martinez Vela, wholesale electrical appliance business; Felix V. Rodriguez, electrical engineer, employed by the Phosphate and Acid Works.

Florence, S. C.—Florence Broadcasting Co. Inc. Licensee WOLS. Allocated channel 234 to Florence.

Florence, S. C.—George M. Hughes, president and owner, Hughes Transportation Corp., head of Hughes Motors, Charleston, and Florence.

Knoxville, Tenn.—Scripps-Howard Radio Inc. Licensee WNOX. Channel 266 allocated Knoxville.

Knoxville, Tenn.—WBIR Inc. Licensee WBIR.

Austin, Tex.—Frontier Broadcasting Co. Licensee KNOW.

Fort Worth, Tex.—Tarrant Broadcasting Co. Licensee KFJZ.

Lubbock, Tex.—Caprock Broadcasting Co. Licensee KCBD. Channel 256 allocated Lubbock.

Odessa, Tex.—Ector County Broadcasting Co. Licensee KECK. Channel 269 allocated Odessa.

San Antonio—Alamo Broadcasting Co. Licensee KABC. Channels 234 and 254 allocated San Antonio.

Waco, Tex.—Frontier Broadcasting Co. Licensee WACO.

The following were authorized construction permits:

KFI-FM Earle C. Anthony Inc (KFI), Los Angeles—Class B; 265 kw; 2900 ft.

WONS-FM The Yankee Network Inc. (WONS), Hartford, Conn.—Class B; 10.2 kw; 640 ft.

WDRC-FM WDRC Inc. (WDRC), Hartford, Conn.—Class B; 7 kw; 750 ft. (*).

Rockford Broadcasters Inc. (WROK), Rockford, Ill.—Class B; 44 kw; 370 ft.

Merrimac Bcstg. Co. Inc. (WLLH), Lowell, Mass.—Class B; 12.2 kw; 600 ft.

Radio Elizabeth Inc., Elizabeth, N. J. —Class A; 1 kw; 150 ft.

WHFM Stromberg - Carlson Co. (WHAM), Rochester, N. Y.—Class B; 20 kw; 500 ft.

WKRS Keystone Printing Service Inc., Waukegan, Ill.—Class B; 12 kw; 305 ft. (*).

WCNB News-Examiner Co., Connersville, Ind.—Class B; 7.7 kw; 245 ft. (*).

KSTP-FM KSTP Inc (KSTP), St. Paul, Minn.—Class B; 545 kw; 620 ft. (*).

WFAH Review Pub. Co., Alliance, Ohio —Class A; 1 kw; 250 ft. (*).

WSTV-FM The Valley Bcstg. Co. (WSTV), Steubenville, Ohio—Class B; 2 kw; 440 ft. (*).

(*) In lieu of previous conditions.

NBC CENTRAL DIVISION LEASES ADDED SPACE

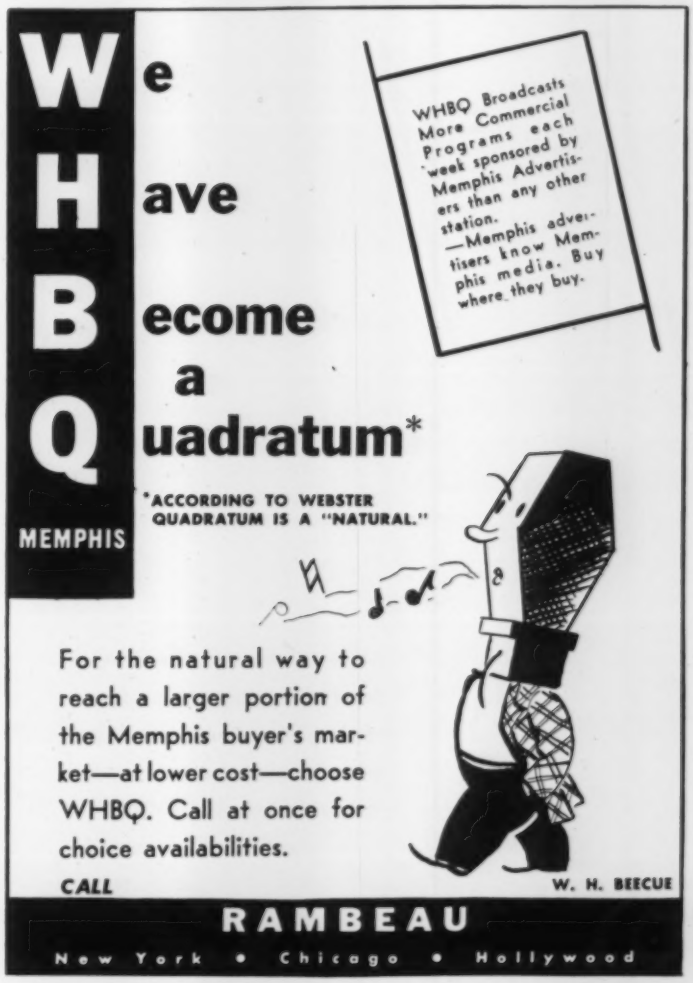
NBC Central Division, Chicago, ended negotiations begun over a year ago for television and FM transmitter and studio space in the Civic Opera Building with the signing, April 14, of a ten-year lease.

I. E. (Chick) Showerman, v-p and general manager of NBC central Division, said the newly-acquired lease will give NBC 6,215 square feet of floor space located on the 42nd, 43rd and 45th floors of the Civic Opera Building.

RCA DESIGNATES SIX AS SECTION MANAGERS

APPOINTMENT of six RCA engineers as new section managers, was announced last week by M. C. Batsel, chief engineer of the RCA Engineering Products Dept.

The new section managers are: Virgil E. Trouant, who designed RCA's first 50-kw broadcast transmitter, to head Broadcast and Industrial Section, which includes broadcast, television and industrial electronics engineering; Robert R. Welsh, former chief engineer of RCA's Canadian plant, to Communications and Specialty Section, which includes communication, aviation, and mobile radio engineering; William J. Morlock, former manager of RCA's Sound and Electronics Section in Camden, to Distributed Products Section, including sound products, motion picture sound, and test equipment engineering; Clarence A. Gunther, former manager of the Television Engineering Section, to assistant chief engineer also in charge of government equipment; Horace R. Dyson, who joined RCA in 1931 and was the company's first transmitter design engineer for government equipment, to Government Radiation Section, and Stanley W. Cochran, manager of Government Sound Engineering.


WHBQ
We Have become a Quadratum*
MEMPHIS
WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station.
—Memphis advertisers know Memphis media. Buy where they buy.
*ACCORDING TO WEBSTER QUADRATUM IS A "NATURAL."
For the natural way to reach a larger portion of the Memphis buyer's market—at lower cost—choose WHBQ. Call at once for choice availabilities.
CALL
W. H. BEECUE
RAMBEAU
New York • Chicago • Hollywood

The SCHOOL of RADIO TECHNIQUE

NEW YORK • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

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Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

In this area, OUR OUTLET is YOUR INLET for GREATER and faster SALES!

CHNS
HALIFAX NOVA SCOTIA

5000 WATT TRANSMITTER NOW GOING UP!

JOS. WEED & CO.
350 Madison Ave., New York,
Have All the Answers!

BEST SPOT to Sell "Spot Time"

Advertising Agencies control most spot business and ADVERTISING AGE has the largest A. B. C. agency circulation.

Advertising Age
The National Newspaper of Marketing
100 E. Ohio St. Chicago 11, Ill.

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD
WEVD—117 West 46th Street, New York, N. Y.

GE'S NEW ELECTRONICS PLANT IS IN OPERATION

GENERAL ELECTRIC's huge, $25,000,000 electronics manufacturing plant at Syracuse, N. Y. went into production April 15 with the first movement of transmitter assembly lines to the new building.

Ground for the project, known as Electronics Park, was broken in September, 1945. The transmitter building will be the first to be occupied; according to GE, all units will be in operation by the end of the year. Entire movement will be completed by May 31.

Emerson Cuts Price

EMERSON Radio and Phonograph Corp. last week made retail price reductions ranging from $3 to $20 on nine radio and phonoradio models previously selling above $30, in a move designed to help bring component and production costs and retail prices down to a level more consistent with the nation's economic needs, according to Benjamin Abrams, president of the company.

They Say...

PUBLIC RELATIONS means making people like your station enough to listen to it always. . . . Every station has a different public relations problem. Your public relations program has to be tailor-made to your own particular needs. . . . How can a station be a part of the community, and be noticed? Well, it can go places every member of the community would like to go. . . . It's our idea that radio doesn't get out enough—that it is afraid to leave the studio. . . . We make the little people feel we are honored to receive them, and we try to make the big people feel we are at home with them.

Louis A. Breault, program-director of KRIC Beaumont, Tex. (250-w independent) and public relations chairman for 13th district of NAB, speaking at annual radio conference at the U. of Oklahoma on "What Is Meant by Station Public Relations?"

* * *

SEE by BROADCASTING [April 7] Mark Woods, ABC president, opposes "radio editorializing". Isn't Winchell on that network? Am I to understand Mr. Woods regards "editorializing" as fitting and proper for the networks but undesirable for individual stations? As Winchell would say—"huuuh!?" Which is most likely to "always present both sides of a controversial issue"—the network commentator or the individual station operator who must live with the listeners he serves?

J. C. Rothwell, KVOW Littlefield, Tex.

Maestro Honored

IN ADDITION to the one world award of a round-the-world flight to F. H. La Guardia as 1947 winner for press and radio, the one world committee has voted a special music award to Arturo Toscanini, conductor of the NBC Symphony. Citation reads "for the splendid way in which for many years he has dedicated his outstanding musicianship to the advancement of the cause of freedom and resistence to oppression, following the highest traditions of the arts."

STATION DIARY PLAN DEVELOPED BY HOOPER

C. E. HOOPER Inc. has announced a station participation plan to underwrite "Area Hooperatings" based on diary reports of family listening. If confined to city limits, with 500 diaries distributed proportionately to sample all type of homes, cost will be $5,000 for a single station subscriber, $1,000 more for each additional subscriber. If distribution area of the diaries is expanded to cover listening outside as well as inside city limits, base cost remains at $5,000, but is increased by $1,500 for each additional subscriber.

The plan was presented to station managers of the NAB 10th and 12th Districts April 13 prior to the opening of the Area C meeting in Kansas City by Ward Dorrell, Hooper vice president.

Amateurs to Aid UN

FORMAL APPROVAL of plan to use world's 100,000 amateur radio operators to transmit weekly, bi-weekly or daily bulletins about United Nations activities, took place last Thursday afternoon in a ceremony at UN general headquarters at Lake Success, N. Y. Jointly announcing approval were George W. Bailey, president of International Amateur Radio Union and the American Radio Relay League, and Benjamin A. Cohen, assistant secretary-general of UN in charge of information. The plan, proposed by Brig. Gen. Frank E. Stoner, UN's new chief communications engineer and former Assistant Chief Signal Officer, also was said to have received support of FCC Chairman Charles R. Denny Jr., FCC Commissioner E. K. Jett and Assistant Secretary of State William Benton.

WCOL in New Home

WCOL, 250-w ABC affiliate at Columbus, Ohio, has moved from 33 N. High St. to its new three-story building at Broad and Young Sts. Station reports, a formal opening and dedication is planned soon.

Democrats Defend Jefferson Day Time

DEMOCRATS last Friday picked up GOP challenge for equal radio campaign rights. Gael Sullivan, executive director of the Democratic National Committee, took issue with his GOP opposite number, Carroll Reece, who had charged Democratic pressure on the networks to accept Jefferson Day Dinner broadcasts.

Mr. Sullivan's views were stated in letters to three major networks which carried the Jefferson Day speech on April 5. The letters were addressed to: Mark Woods, President, ABC; Niles Trammell, President, NBC; and Edgar Kobak, President and General Manager, MBS.

In commenting on the GOP criticism of the networks, Mr. Sullivan praised the "news judgment" of the networks. He denied Mr. Reece's charge that radio had been pressured into taking the President's address [BROADCASTING, April 14].

"The fact was," he wrote, "that President Truman's Jefferson Day speech was news. The people of the nation were interested in hearing it. Radio, correctly interpreting this interest, broadcast the speech."

Text of Mr. Sullivan's letter follows:

"Recently Carroll Reece, Chairman of the Republican National Committee, wrote you in protest against the use of free radio time by your radio networks for the coverage of President Truman's Jefferson Day speech in Washington.

"Mr. Reece professed to see a danger in this matter of the President's Jefferson Day message being broadcast to the nation. He professed to see in these broadcasts a precedent of pressure upon the networks for this radio time.

"As you know there was no such pressure. The fact was that President Truman's Jefferson Day speech was news. The people of the nation were interested in hearing it. Radio, correctly interpreting this interest, broadcast the speech.

"Mr. Reece underestimates the news judgment of the radio networks. Personally I would rely on the news judgment of the radio networks in preference to that of Mr. Reece. The question of this news judgment of a free radio is not one for interpretation by political parties.

"Dictation by any political party of what the radio networks shall omit or include in their broadcasts is a threat to free radio—as vital in America as a free press."

FEDERATION OF KANSAS STATIONS IS PLANNED

FORMATION of a State group to be known as the Kansas Assn. of Broadcasters was undertaken April 15 during the NAB Area C meeting at the Muehlebach Hotel, Kansas City. William B. Way, KVOO Tulsa, 12th District Director, presided at the meeting.

Clark Luther, sales manager representative of the 12th District and manager of KAKE Wichita, outlined advantages of State organizations. A committee was appointed to study organization details. Members are Robert Laubengayer, KSAL Salina; Verl Bratton, WREN Lawrence, and Wendall Elliott, KTSJ-FM Topeka. NAB President Justin Miller attended the meeting.

St. Louis Radio Stations Expand News Coverage During Strike of Pressmen

NEWS DEPARTMENTS of St. Louis radio stations stepped up their news coverage during the strike of American Federation of Labor pressmen on the city's three daily newspapers—*Post Dispatch*, *Star-Times*, and *Globe-Democrat*—last week. The strike, which forced the papers to suspend publication, began Sunday, April 13, when the pressmen's union rejected an approximate $4 a week wage increase offer, and ended last Wednesday when the pressmen received a second strongly worded back-to-work order from the union's international president.

KMOX, CBS St. Louis outlet, devoted approximately twice as much time as usual to local news on all of its major newscasts during the strike. In addition, the station aired frequent news bulletins and listings of news programs. One additional newsman was assigned to cover St. Louis County and another to the city.

Statistical Coverage

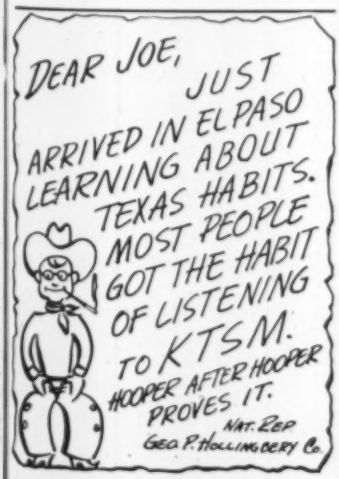
KWK, Mutual outlet, added three newscasts to its daily schedule and covered more thoroughly statistical items such as births and the stock market. Station also implemented its local special events coverage.

KXOK, owned by the Star-Times Publishing Co. and affiliated with ABC, cancelled several programs to offer a maximum of news coverage. The *Star-Times* worked closely with KXOK's news staff in providing local, national and foreign coverage, the station management reports. Radio edition of the *Star-Times* included comics, feature stories and obituaries in addition to straight news.

With the addition of special broadcasts and expansion of some of its regular news periods, KSD, the *Post-Dispatch* station affiliated with NBC, presented four hours and 25 minutes of news in one 24-hour period during the strike. In one morning period from 5:30 a. m. to 12:15 p. m. KSD newsmen turned out a total of 24,000 words. Station's reporters were on the job around the clock covering all points of likely news developments. Special bulletins were aired from time to time. All stories written by the *Post-Dispatch* staff were turned over to KSD newsroom for radio processing. Twice a day 15-minute periods were given over to reading of death notices. In the evening a half hour period was devoted to a review of news, editorials and features, presented by *Post-Dispatch* staff members.

Coverage by WEW, St. Louis U. station, included newscasts every half hour from 6-8 a. m. and hourly from 8 a. m. until signoff time, with news roundups at 8 a. m., 12 noon and 5:15 p. m. Station also interrupted programs to present news flashes.

KXLW Clayton, Mo. (St. Louis County), which has a regular policy of heavy local news coverage — newscasts on the hour every hour with four minutes of local news and a 30-second summary of national news—felt that no additional coverage was necessary during the newspaper strike, Guy Runnion, station's general manager, reported.


DEAR JOE,
JUST ARRIVED IN EL PASO LEARNING ABOUT TEXAS HABITS. MOST PEOPLE GOT THE HABIT OF LISTENING TO KTSM.
HOOPER AFTER HOOPER PROVES IT.
NAT. REP GEO. P. HOLLINGBERY CO.

'Bombshell' Interview

MILTON REYNOLDS, record-breaking round-the-world airman was interviewed for six minutes by Marv Conn, WTCN Minneapolis announcer, while the globe-circling plane was over Minnesota on the final leg of its flight. WTCN's mobile unit recorded the interview from the Army air base at Wold Chamberlain Field, Minneapolis. Mr. Reynolds' plane, the Bombshell, was flying at an altitude of 10,000 feet at the time, and during the interview covered the 60 miles from St. Cloud, Minn., to the Twin Cities.

Lanphier Elected

CHARLES J. LANPHIER, general manager of WFOX Milwaukee, was elected president of Wisconsin League of Radio Stations at annual meeting last week. Other officers elected were: Howard Dahl, WKBH Lacrosse, vice president; K. F. Schmitt, WIBA Madison, reelected secretary-treasurer. Directors elected were: Henry Lepoidevin, WRJN Racine; Ben Hovel, WSAU Wausau; Lynn Fairbanks, KFIZ Fond du Lac; Rev. J. A. Wagner, WTAQ Green Bay.

FCC To Defer Some FM Case Decisions Pending Adoption of Class B Changes

FCC WILL DEFER decisions in certain FM hearing cases pending adoption of proposed changes in its Class B FM allocation plan, the Commission announced last week.

The deferral involves some 47 applications from areas of Cleveland-Akron, Dayton - Springfield and Mansfield, Ohio; Providence, R. I.; Atlanta, Ga.; Springfield, Mass.; San Diego, Calif.; Indianapolis and Baltimore.

Changes proposed in the allocation plan [BROADCASTING, April 14] would not provide added channels for Boston, Philadelphia, Los Angeles or Bridgeport, Conn., so decisions in the hearings on application for these areas will not be affected, FCC stated.

In the areas affected by the deferred-decision policy FCC reported that enough Class B FM channels would be available in all but two cases under the proposed reallocation to permit grants to all pending applicants found qualified. Of the exceptions, Cleveland-Akron and Baltimore, it was said that at least one more applicant could be considered. Hearings already have been held in all of these areas.

Subtracting one of each five channels in an area for the FCC reservation plan for future applicants, and channels for presently authorized (operating, under construction or conditionally granted) stations in certain areas, the proposed channel availabilities and existing requests are: Cleveland-Akron, 11 requests for nine channels; Dayton-Springfield, six for six; Indianapolis, five for seven; Providence, six for six; Atlanta, six for six; Mansfield, three for three; Baltimore, three for two; San Diego, two for two; Springfield, Mass., three for four.

Legislative Mill

S. 265—To prohibit radio and other advertising of "alcoholic beverages." Hearing before Senate Interstate & Foreign Commerce Committee scheduled May 12. Introduced by Sen. Arthur Capper Jan. 17. Violation of proposed law would bring fines from $100 to $1,000 and imprisonment from six months to one year.

H. R. 2984—Introduced April 9 by Rep. Sid Simpson (R-Ill) to "regulate the installation of radio or television transmitting antennae, masts or other structures in the District of Columbia." Hearings held before joint Senate-House Committee April 17 and 18. No action scheduled.

Hon. Thomas McDermott
N. W. Ayer & Son, Inc.
New York City
Dear Tom:

Goodness sakes, did'ja see the big write-up about our School of the Air promotion in Variety a couple of weeks ago? Reckon that made all the big city stations sit up and take notice. But just like the boss has been tellin' our advertisers down here . . . when you want somethin' done, do it right . . . the WCHS way!

Yrs.
Algy

WCHS
Charleston, W. Va.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Conscientious, experienced announcer-newsman not afraid of hard work in congenial atmosphere on 250 watt network station in major market. Fair starting salary will increase. Want sound-thinking man who seeks permanency and will contribute to success of station knowing will share that success. Personal interview and audition preferable or send ET, photo, full details and starting salary expectation to Bruff W. Olin, WQUA, Moline, Ill.

Wanted—Time salesman. 15% commission, drawing account. East coast. Box 63, BROADCASTING.

Announcers—Fast growing midwest network outlet, city 100,000, wants two experienced men. Must handle any type show—Chicago area. $55 per week, 40 hours, advancement. Box 174, BROADCASTING.

Wanted—Chief engineer for AM daytimer and FM unlimited. Applicant must have been reared or educated within 150 miles of Detroit. Studio and transmitter broadcast experience essential, also ability to train local inexperienced staff. Stations to go on air October 1st. Employment May 1st. Send photograph, qualifications, and references first letter. Box 196, BROADCASTING.

Program director-announcer. 250 watt CBS affiliate in midsouth installing FM needs man to program both AM and FM as well as announce and write copy. If you want to attach yourself to a station offering pleasant working and living conditions, if you are not shopping each month for a better job, if you are willing to put out some effort for a reasonable salary, then apply giving age, previous employment. Send pictures, recommendations and starting salary. We will check references. We want a man who is stable, reliable, sober. Box 210, BROADCASTING.

Attention: First class engineers with first class voices. Fast growing 250 watt network affiliate in southwest needs two first class engineers with the know-how for announcing shows on the air. If you have first class radio-telephone license and first class voice and experience—there's a good job waiting for you here. $60 for 44 hours. If you can't meet above requirements don't waste a 3c stamp. Box 215, BROADCASTING.

One thousand watt midwest local station desires experienced copywriter, man or woman. Must qualify good commercial copy. Experienced writer necessary. Earnings above average. Send sample copy, qualifications and photo. Box 219, BROADCASTING.

Wanted—Time salesman. 15% commission excellent drawing account. Middlewest. Established territory. Box 220, BROADCASTING.

If you are a topflight versatile announcer with a first class radio telephone license there is an opportunity immediately available to live in the mild climate of one of California's most beautiful and progressive cities and to join the program and production team of one of the west's most alert stations. If you think you can qualify and are seeking a permanent association in an ideal place to live with excellent chances for advancement wire or write immediately to Lincoln Dellar, Manager KXOA, the Mutual Don Lee station, Sacramento, California.

Experienced?—Look! We urgently need 5 managers, 16 technicians, 2 program directors, 7 announcer-technicians, 2 farm directors, 5 announcers; and others for the east, south, west, north, midwest, RRR, Employment Bureau, Box 413, Philadelphia.

Wanted—Operator-announcer first class ticket, good pay, permanent position. KSUN, Bisbee, Arizona.

New 250 watt station on air in about 3 months wants application for complete staff except chief engineer. Write WBYS, Canton, Illinois.

Additional first class operator wanted immediately for FM station WLOB, Claremont, N. H. Write giving full particulars.

Combination operator-announcer wanted. Must be experienced with emphasis on announcing ability. $75.00 per 40 hour week. 1000 watt CBS affiliate. KOLO, Reno, Nevada.

Help Wanted (Cont'd)

New local station scheduled to open about May 1, will need two combination announcer-engineers, continuity writer and newscaster also experienced office secretary. Apply by letter including recent photo or snapshot, KXLO, Lewistown, Montana.

Announcer with first phone $60 weekly to start. ABC affiliate. KENO, Las Vegas, Nevada.

Two combination men for new 250 net affiliate. Rush disc, recent photo, WDEC, Americus, Ga.

Wanted—Experienced time salesman for 5000 watt CBS affiliate. Give complete radio background in first letter. Box 252, BROADCASTING.

Combination writer who can grind out quality copy in quantity and announce. Send sample copy and platter. Expected salary. Frank McIntyre, KLIX, Twin Falls, Idaho.

Wanted—Experienced traffic girl for 5000 watt CBS affiliate. Box 251, BROADCASTING.

Announcer, program and production men wanted for Union City, Tennessee. Outstanding opportunity. Rush full details voice recording and salary requirements to start. Permanent. A. B. Robinson, P.O. Box 309, Jackson, Tennessee.

One program director, three announcers, two engineers with first class ticket and some transmitter experience for new 5 kw outlet, start June 15, Atlantic Broadcasting Company, Florence, South Carolina.

Salesman. ABC station in good market of over 350,000. High commission with moderate draw will make this very attractive for a hustler who knows how to sell and make money. Wire J. Eric Williams, WGAT, Utica, N. Y.

Need station manager, small North Carolina town. Opportunity for right man. Ability to manage and get along with people more important than radio knowledge. Reply Box 230, BROADCASTING.

Experienced, dependable announcers wanted for new 250 watt station. Must know control board operation and able to handle good production. Salary open, dependent upon background and experience. We have apartments. Give complete details first letter. State salary requirements. Antietam Broadcasting Corporation, Box 398, Hagerstown, Maryland.

Engineer-announcers wanted—Can use two at $1.35 hourly, after 3 months $1.50 hourly, 44 hour work week. Box 239, BROADCASTING.

Announcers-newsman-continuity if you have three or more years commercial experience, send us your qualifications. Newsman must be capable of setting up local news coverage. Progressive station in highly competitive market. Write Box 243, BROADCASTING.

Immediate openings announcers, conscientious, reliable for permanent position. 250 watt station in south central location. Send disc and details. Box 242, BROADCASTING.

Girl to handle street interviews and other all-round programs for women and children. Send audition disc and complete details of past experience, picture, etc. State salary expected. Previous radio experience absolutely necessary. WHAS, Louisville 2, Kentucky.

Engineer capable of installing and putting on the air a 1 kw daytime only station in Fort Wayne, Indiana. Also program director. Contact Edward G. Thoms, Anthony Hotel, Fort Wayne, Indiana.

One all-round announcer, capable ad-lib early morning show, able furnish audition disc. Also operator, first or second class phone for transmitter new 250 watt midwest independent. Write full details to Box 245, BROADCASTING.

Wanted — Experienced copywriter-announcer by 5000 watt CBS affiliate. Box 253, BROADCASTING.

Situations Wanted

Assistant sales manager with knowledge station relations, ET services, traffic, correspondence and other business procedures. Presently employed, but desirous making worth-while and permanent connection. Box 44, BROADCASTING.

Top-flight sportscaster available; play-by-play reviews all major sports; baseball especially. Veteran, married, disc and snapshot on request. Box 111, BROADCASTING.

News specialist, including editing. Reliable, conscientious. Presently employed, available May. Box 126, BROADCASTING.

Writer-announcer—Good education, radio training, thorough musical knowledge. Can prove ability if given opportunity. Will go anywhere, work on trial basis, accept any salary to compensate for experience. Box 159, BROADCASTING.

Operator desires position with progressive station. Eleven years' experience. Box 203, BROADCASTING.

No thwarted dramatists, but career writer of selling copy for radio. Eight years successful experience in two continuity directorships. Available one month to station or agency. $500. minimum. Box 209, BROADCASTING.

Thoroughly experienced broadcast engineer desires position. State salary. Box 211, BROADCASTING.

Manager—Available soon for new or established station. Prefer personal interview to convince prospective employer of ability to serve successfully. Box 212, BROADCASTING.

Manager: Present station 5th in market. Local, independent. Profitable from start. Ready soon for another tough spot. Box 213, BROADCASTING.

"Down to earth" copywriter available soon for agency or station in southern California. Box 214, BROADCASTING.

Program director. Young, reliable, family man, thoroughly trained, good ideas. Can and will produce the goods. Prefer network affiliate station, but will consider all offers. College graduate, veteran. Box 216, BROADCASTING.

Announcer with four years' experience available immediately. At present working as program director-announcer. Also play piano and organ. Box 217, BROADCASTING.

Writer with ten years' experience in radio and stage production desires opportunity to get into television writing and production. Prefer Chicago but will consider other offers. Salary not main consideration. Box 218, BROADCASTING.

Announcer, staff. Married, Vet Trained in all phases of radio. Box 248, BROADCASTING.

Young man, university trained, commercial experience in announcing, copywriting. A disc jockey that can pull mail. Contact Box 222, BROADCASTING.

Staff announcer—Experienced as announcer at 250 watt station. Available May 15th. Salary $45 week. Box 223, BROADCASTING.

Announcer, newscaster, experienced, vet, desires change, New York or vicinity. Salary and talent. Box 225, BROADCASTING.

Salesman—Topnotcher, seeks change, commission and draw. Box 226, BROADCASTING.

Newsman. Experienced. Reliable. Edit, write, broadcast. College, married. East preferred. Box 227, BROADCASTING.

Young veteran, experienced, desires good position as staff or sports announcer. Box 228, BROADCASTING.

Radio actress. Single. Completed course in School of Radio Technique. Have some experience. Foreign but pleasant accent. West coast preferred. Disc on request. Box 229, BROADCASTING.

Announcer. Trained all radio phases. Disc photo on request. Louis Nosko, 577 Virginia Street, Gary, Indiana.

Announcer who can sing as well: Veteran, married, graduate of accredited radio school. Can also handle board. Available now. Go anywhere. Opportunity first, salary second. Write or wire Don Kennedy, 1636 Elevado Street, Los Angeles 26.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Situations Wanted (Cont'd)

Attention all stations radius 250 miles Chicago. Versatile and talented announcer-newscaster looking for staff job. All offers considered. Vet, 21, single. Write, wire, phone, Don Fisher, 430 S. Central Park Avenue, Chicago 24, Illinois. Phone Nevada 5525.

Station manager or sales manager. Successful record 17 years in radio. Excellent contacts with national advertisers. Salary, commission or percentage. Linton, 360 N. Michigan Avenue, Chicago (1), Illinois.

Producer-director, thoroughly experienced directing, writing, casting, television. Age 24. Wishes interesting berth with station or agency. Free lance or staff. Hard worker with commercial ideas. Salary secondary to opportunity. Finest references. Veteran. Box 231, BROADCASTING.

Versatile, heads-up announcer with one year experience behind him, currently employed at 250, feels he is ready for larger operation. University graduate, location no object. If you're a regional or better, and in the market, my disc, photo and references are waiting for you. Minimum $50.00 per week, plus opportunity for talent. Box 232, BROADCASTING.

Announcer. Veteran, 24. Graduate leading announcing school Radio City. All phases announcing. Ambitious, willing to travel. Disc and photo available. Box 233, BROADCASTING.

Announcer—Ambitious. Wants break in sports and general announcing, anywhere, now. Some college, AFRS, graduate NBC-Columbia School of Radio. Box 234, BROADCASTING.

Announcer. Excellent knowledge music and sports. Very smooth in reading commercials and news. AFRN experience. Graduate leading Radio School NY. Will travel. Box 235, BROADCASTINIG.

AVAILABLE IMMEDIATELY

(2) 6-D Presto Recording machines, with 1-C cutting head
(1) 85-E amplifier
(1) Four-channel mixer, custom built
Various feed screws
Assorted microphones and cable
Portland trailer mobile unit with 2 new pre-war tires

National Recording & Film Corp.
188 W. Randolph St., Chicago 1, Ill.

ATTENTION TRANSCRIPTION BROKERS AND SALESMEN: Hollywood firm has just completed 104 quarter-hour programs in new transcribed musical series. Looking for live-wire brokers and salesmen to handle territories. If you know the transcription business and have contact in a specific territory, this property will add greatly to your income. No commitments yet made. All territories open. Write at once outlining background and terms desired. All inquiries are confidential. Box 250, BROADCASTING.

CASH—No haggling if price right for control or minority interests in going AM or FM stations or construction permits. Please give market data, frequency, power and population. Box 187, BROADCASTING.

Situations Wanted (Cont'd)

Program director—Will exchange know-how for permanent position at moderate salary. Box 236, BROADCASTING.

Announcer. Experienced. Married. Desires permanent position. Dependable, can produce. Box 237, BROADCASTING.

Station manager, presently 33 1/3% over last years gross billings, young and progressive, will accept full responsibility of your station. Box 240, BROADCASTING.

Announcer—Veteran, married, some experience and background, tremendous ambition, fastidious, flexible. Farm programs, newscasting and sportscasting. Smooth delivery of commercials and early morning record show. Box 241, BROADCASTING.

News, program, continuity, production. B. A. degree in journalism. Now taking graduate work in radio. Prefer new station in southeast. Others considered. Veteran wanting chance to prove ability. Box 244, BROADCASTING.

Announcer. Mould to your liking. Young, ambitious, responsible. Some experience all types shows, grad Radio City school. Travel, but prefer northeast or midwest. Box 247, BROADCASTING.

Radio director of large metropolitan agency desires position with small station, community 1000 to 100,000. Married, veteran, 32. Prefer Florida or town on bay, ocean or Gulf. Programming, promotion, sales experience. Crack writer, versatile and prolific. Interested in pleasant living conditions rather than big money. Box 249, BROADCASTING.

For Sale

RCA recording microscope, new, 65 dollars. Box 224, BROADCASTING.

Hallicrafter BC-610, 500 watt transmitter. Now on air. Excellent condition. Immediate delivery. $600. Crum, 751 N. Central Avenue, Chicago, Illinois.

For sale: one Wincharger 78 tower, 150 feet high, complete with guys and lights. Subject to FCC approval our application. Probably available ninety days. Wire offer basis knocked down F.O.B. to Ben Sanders, Manager, KICD, Spencer, Iowa.

RCA 76-A console recently reconditioned by factory. Excellent condition. $650.00. KRDU, Dinuba, California.

Utah wire recorder complete with microphone and extra wire. First 300 takes it. KUTA, Salt Lake City, Utah.

For sale: One Harrel steel-tubular type antenna now in use, complete with lights, flasher equipment, guy wires and insulators; available about 60 days first $1500.00 takes it F.O.B. WASK, Lafayette, Indiana.

For sale—Immediate delivery, all in perfect operating condition. Two Presto transcription tables complete with heads 62-A used less than a year. Gates remote conditioner single channel, good condition. A Radiotone recorder and playback with built-in radio, 78 & 33 1/3 R.P.M. portable and in good condition. Two RCA Model 70 turntables without pickups, used four years. Write, wire or call WMFF Plattsburg, New York.

Jockey's comedy script collection. $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, New York.

For sale: Collins 1 kw, 20-H broadcast transmitter, complete with 2 sets tubes. Excellent condition. Available immediately. Write, wire or phone KLPM, Minot, North Dakota.

For sale: 250 watt Mutual affiliate, located in the southeast section of the U. S., price for quick sale, $85,000.00—$35,000.00 cash, balance financed. This station clearing at present, better than $20,000.00. Write or wire. Box 246, BROADCASTING.

For sale—Immediate delivery, new Presto 28-N recorder completely crated. Box 238, BROADCASTING.

Completely factory reconditioned GE wire recorder. As good as new. Price $450.00. Contact Chief Engineer, WJW, Cleveland, Ohio.

Immediate delivery 1 kw 304-A WE transmitter with spare tubes, plus 1126-A WE limiter. Just removed from service due to recent power increase. Radio Station KFVD, Los Angeles.

Sacrifice new equipment: Presto 85-E recording amplifier with equalizer—$275.; Presto 62-A transcription console with reproducer group—$265.; RCA MI-12211 bridging amplifier—$55.; RCA Q-34 broadcast and shortwave tuner $65.; Rek-O-Kut G-2 transcription table in RCA console $135.;—sell separately or complete lot for—$695. Box 254, BROADCASTING.

Texas Disaster

(*Continued from page 13*)

listeners, KPRC had fed to NBC by Thursday noon 12 on-the-spot descriptions of the tragedy.

The same station claimed the distinction of having been the first to compile and broadcast lists of wounded at hospitals in Galveston, Houston, Pasadena and other nearby towns. KPRC first undertook this job on its own, Mr. Harris said, and later combined its efforts with those of the *Houston Post*, with which it is affiliated. Broadcasts over NBC of interviews with Texas Governor Beauford Jester and Gen. Jonathan Wainwright originated at KPRC.

From another Houston station, KTHT, came similar reports of an outstanding public service job. Ted Hills, KTHT manager, said city police and the Texas Highway Patrol used the station as an unofficial traffic control outlet, warning thrill seekers not to attempt to go to Texas City and directing official relief vehicles to the proper roads to gain swift access to the stricken area. "Literally thousands of appeals for news about missing persons were broadcast for distraught relatives, some as far away as Washington, D. C.," Mr. Hills said. Station was still devoting full time to the disaster 30 hours after the original explosion. All commercials were cancelled for two days (Wednesday and Thursday), and the station operated on a 24-hour-a-day basis.

High Flyer Explosion

One of the subsequent explosions was heard by many KTHT listeners far from the scene during the midnight hours last Wednesday night. Station's news director, Ben Kaplan, was giving an on-the-scene broadcast from Texas City when (about 1:12 a. m.) the freighter *High Flyer* blew up and the resulting thunderous sound went out over the KTHT microphone. The Mutual network, with which KTHT is affiliated, rebroadcast this on-the-spot recording of the sound of the *High Flyer* explosion and Mr. Kaplan's description of it at 11 p. m. last Thursday.

KXYZ Houston had three newsmen and three engineers at the disaster scene an hour after the first explosion. All broadcasts were handled at first by relay, then by direct wire. The station fed ten broadcasts to ABC, and interrupted all programs to air important information as it came in.

Program director Ted Nabors of KTRH Houston was in Texas City with a wire recorder an hour and 15 minutes after the original explosion and set up broadcast headquarters across the street from the morgue. In addition to its on-the-scene and studio broadcasts describing the disaster and making emergency announcements, KTRH furnished lines, equipment and an engineer for broadcasts by KWKH Shreveport, KRLD Dallas, John Daly of CBS, and Leonard Miall, Washington correspondent of BBC.

KGBC Galveston aired its first bulletin about the disaster at 9:15 last Wednesday morning, immediately after the explosion that tore Texas City into shreds. The station followed with its first remote broadcast from Texas City at 12:01 p.m. Wednesday, and by mid-afternoon on Thursday had broadcast 24 remotes. KGBC, a 1 kw daytime independent, asked for and received FCC permission for night operation during the emergency.

At another Galveston station, KLUF, the entire staff was placed on 24-hour-a-day duty, and the station announced that it planned to remain on the air continuously until the emergency was over. Emergency messages were given priority. Long lists of dead, missing and injured were aired.

Programs of KPAC Port Arthur were interrupted for emergency announcements and instructions from police and other official agencies working in the disaster area. Telephoned reports from one of its announcers, Gordon Baxter, who had entered the blast area, were aired by KPAC Wednesday afternoon and evening, and at 4:15 p.m. the same day the station began presenting interviews with persons who had witnessed the original explosion and with the first casualties to arrive at Port Arthur.

KOLE Charters Plane

One hour after the first explosion another Port Arthur station, KOLE, had four newsmen with recording equipment on their way to Texas City in a chartered plane. In addition to sending news back to the station by direct telephone hookup, the KOLE on-the-scene news staff recorded interviews with city officials, survivors, relief workers and others, and the recordings were flown back to the station every hour and aired immediately.

WOAI, NBC outlet in San Antonio, received a request from the network's New York news department at 3:10 p.m. (CST) last Wednesday afternoon to round up an airplane, fly over Texas City and be back at the WOAI studios in time to broadcast a spot three hours later on NBC's *News of the World* (6:15 p.m., CST). Randolph Field, from which the plane would have to be secured, is 15 miles from San Antonio, which is 200 miles from Texas City. A B-25 bomber was engaged for the trip, and Monte Kleban, program and production manager of WOAI, and Jerry Lee, of the station's special events department, made the trip to Texas City and arrived back in the WOAI studios at 6:07 p.m., eight minutes before broadcast time.

Script for their eye-witness description was written by Mr. Kleban from notes made while flying over the devastated area. The story they presented on *News of the World* was so graphic that International News Service picked it up and issued it as a color-release on the explosion.

All four networks flew correspondents from New York, Chicago and Washington, D. C., to Texas City, on April 16, and set up lines in the city, almost immediately after the first explosions.

Arthur Gaeth, MBS correspondent who flew from Washington to MBS affiliate KLUF Galveston, broadcast a description from the scene at 10 a. m. on April 17. Another MBS broadcast was an

(*Continued on page 97*)

Wanted to Buy

General Radio RF oscillator or signal generator. Box 194, BROADCASTING.

Wanted to buy, small station in south or southwest. Give full details, replys held in confidence. Box 221, BROADCASTING.

Miscellaneous

Looking for a good market to start a radio station? There are still a few left. Try Ginzgerg, Desher and Johnpoll, 5209 Chevy Chase Parkway, Washington, D. C.

9 A's and all other reproducers repaired. Prompt and efficient service. Broadcast Service Company, 334 Arcade Bldg., St. Louis 1, Mo.

DEBATE RADIO ILLS

Bruno Shaw Hits 'Control Of Air by Sponsors'

BRUNO SHAW, New York commentator, debated the question, "What Is Wrong With Radio?" with *New York Daily News* Radio Editor Ben Gross in latter's column April 13.

"The advertising agencies and the sponsors have assumed full control of the most important . . . hours of radio time and it is upon their whims . . . that the public depends for the kind of . . . entertainment or information it receives," Mr. Shaw declared.

"Networks and stations must design their own programs, free from advertising pressure and in competition with other stations. This would do away with agency or sponsor control . . . which is unquestionably 'what is wrong with radio' today," he said.

"Certainly, there must be advertising. But stations should handle that as the newspapers do," Mr. Shaw added.

Unusual Offer

National radio station representive organization with years of aggressive development. Large list of stations, including regional networks, under contract.

Good opportunity for right parties. For details and financing consult

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Ave.
National 7405

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 5672

Bay State Protests Denial of 1450 kc

Cur-Nan Co., Another Applicant, Also Files Exceptions

BAY STATE BEACON, whose application for a new Brockton, Mass., station was given a proposed denial by FCC largely because of the extent of time it would offer for commercial sponsorship [BROADCASTING, March 31], told the Commission last week that its plans contemplate "fine local programs" and that fine programs "take money."

Bay State asserted:

A sponsor who buys time contributes funds directly to the production of programs. To the extent, therefore, that sponsors can be induced to buy time—rather than spots—and buy the time scheduled by the independent station for that time, the funds available for the production of that program and therefore of all the programs in a program schedule are enhanced.

It was pointed out that Bay State committed itself to broadcast regularly scheduled programs of specific types and quantities "whether or not any of such programs are sponsored." The company contended that "with reference to any given program it is impossible to say categorically that sponsorship is appropriate or inappropriate without knowing who the sponsor is, what he is to say, and what the content of the program may be."

Bay State's arguments were contained in a brief accompanying exceptions to FCC's proposed denial of its application. Since the proposed decision turned squarely on program plans, it has been viewed as a possible vehicle for court tests of FCC's program activities if it is made final [BROADCASTING, April 7]. The exceptions and brief were filed by Philip J. Hennessey of the Washington law firm of Segal, Smith & Hennessey.

Three Applicants

The proposed grant in the case, involving three applications for 1450 kc with 250 w, went to Plymouth County Broadcasting Co.

Bay State noted that Plymouth proposed 60% commercial and 40% sustaining time, and contended:

By arbitrarily limiting the quantity of programs the station will allow to be sponsored to 60%, without reference to the content of the individual programs, the kind of advertising announcements involved and other factors bearing on propriety and good taste, the Plymouth County Broadcasting Co. is establishing an irrational and unexplained limit on the amount of money it can have available to produce its programs, particularly live-talent programs, which [it] proposes to produce in 36% of its program time.

Exceptions to the proposed decision also were filed by Cur-Nan Co., third applicant in the proceeding. Cur-Nan noted that FCC preferred Plymouth to Cur-Nan largely because Plymouth's stockholders are Brockton residents while Cur-Nan's live at nearby Brookline and Milton.

"What the proposed decision . . . does is to prefer Brockton entrepreneurs, not because of their potentialities to serve the public, but simply because they live in Brockton," Cur-Nan argued. It noted that Plymouth's program plans were prepared by a man who "lives as far or farther from Brockton than any of the Cur-Nan group," and claimed Cur-Nan is in a position to program more in the public interest. Cur-Nan's petition was filed by Attorneys Joseph L. Rauh, Washington, and Leon Kowal, Boston.

MEXICAN MISSION

WBAP's Beaty and Saye Cover Joint Talks

FARM Editor Layne Beaty and engineer Leonard Saye of WBAP Ft. Worth, journeyed south of the border into Mexico to report on a joint meeting of Mexican and U. S. officials called to prevent the spread of foot-and-mouth disease.

Equipped with a wire recorder, the WBAP staffers interviewed American and Mexican members of the Foot and Mouth Disease Control Commission and also prepared a 14-minute pickup shortwaved from XEWW Mexico City to ABC's *American Farmer* program. The latter venture failed in transmission, however.

From Mexico City the two went to the state of Queretaro where a new outbreak of the disease was reported and made additional wire recordings, highlighted by the sound of gunfire in the background as diseased cattle were destroyed. Messrs. Beaty and Saye flew back to Ft. Worth April 8.

WKOX at Framingham, To Make First Broadcast

STAFF composed entirely of former servicemen owns and operates WKOX Framingham, Mass., which begins broadcasting today (April 21) with 1000 w daytime on 1190 kc.

Licensee is the Suburban Broadcasting Co., a partnership made up of Richard E. Adams, James H. Shoemaker and Albert Anderson. Mr. Adams, former Lt. Comdr., USNR, is station manager; Mr. Shoemaker, Lt., USNR, is commercial manager; Mr. Anderson is a former Navy pilot.

Lee Emmerich, formerly with NBC International Division and an ex-B-17 pilot, is program director and chief announcer. G. Ellis Mott, another former Navy lieutenant, is production manager and promotion director. Frank Bartol, formerly with WEEI and WHDH Boston and an ex-Army man, is chief engineer.

WKOX's women's director is Leslie Congdon Galbraith, formerly on the WBZ Boston regional network and women's commentator for CBS, NBC and MBS. Announcing staff includes Stanley R. Berry, formerly with AFRN; William A. Stewart, former Boston freelancer. Engineers include William F. Kelly and William Y. Baker.

COMMERCIALS are the subject of this discussion between A. W. Hubler (l), board chairman of Benton & Bowles, and Lyman Bryson, CBS counsellor on public affairs. Talk took place on the CBS *Time for Reason—About Radio* series. Mr. Hubler said he believes programs and commercials can both be improved—in good taste and effectiveness.

WTCB FLINT WILL BEGIN OPERATIONS APRIL 27

WITH appointment of Russell Edsall as sales director rounding out its selection of key staff men, WTCB Flint, Michigan is set to begin station operation April 27 as basic NBC supplementary. Lead-off spot at 7 p. m. has been relegated to Jack Benny program.

Station will operate on 600 kc with operating power of 1000 watts by day and 500 watts by night. Only other commercial outlet in city is WFDF, an ABC affiliate.

G. W. Trendle and H. Allen Campbell, co-owners of WTCB, have been associated since 1933 with Mr. Edsall, who takes over his duties April 21. When Mr. Trendle and Mr. Campbell sold their original station, WXYZ, to the ABC network, they began shopping around for other station sites, eventually securing a permit in Flint.

Station co-owners are also major stockholders of both *The Lone Ranger* and *The Green Hornet* productions, which are aired on the rival station in Flint.

CBS Plea For a New Trial In Stanley Case is Denied

JUDGE Roy Rhodes of Los Angeles Superior Court on April 15 denied a motion by CBS for a new trial in action which awarded Jack Stanley, program packager, $35,000 for misappropriation of his program idea.

The network plans to take the case next before the Appellate Court, it was reported. CBS contended that the jury's verdict was excessive and not sustained by evidence. Judge Rhodes ruled, however, that ample evidence had been introduced to support Mr. Stanley's claim that his original radio program *Walter Wanger Presents* had been misappropriated by CBS in a series of 50 Pacific Network broadcasts known as *Hollywood Preview*.

In the original trial Mr. Stanley valued his program at $100,000, contending its worth had been destroyed by unauthorized use.

WGN Files Petition On 720 kc Applicant

FCC Is Asked to Withhold Granting New Station in Oklahoma

WGN Chicago carried on the clear channel stations' continuing fight against the FCC clear-channel daytime licensing policy last week with a petition to FCC directed against the application for a new 250-w daytimer at Wewoka, Okla., on WGN's 720-kc channel.

The petition asked that the application, filed by Louis F. Leurig and F. F. McNaughton in the name of Seminole Broadcasting Co., be either set for hearing or held pending until the clear channel proceedings are completed.

The petition was accompanied by an affidavit of Carl J. Meyers, WGN director of engineering, asserting that under the Wewoka proposal "at times over 5,000,000 people would be deprived of WGN's signal in its primary service area" and that "the most that would receive adequate service from the proposed Wewoka station at any time would be less than 300,000 people." The petition was filed by Louis G. Caldwell, Reed T. Rollo and Kelley E. Griffith of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, WGN counsel.

Meanwhile, Oklahoma A. & M. College filed notice of intention to intervene in WHAS Louisville's appeal to the U. S. Court of Appeals for the District of Columbia from FCC's grant of a similar daytime station to Oklahoma A. & M. on the WHAS 840-kc clear channel. The College's grant was for operation with 10 kw. Its notice of intention to intervene was filed by Cohn & Marks, Washington counsel, and Mac Q. Williamson, Oklahoma Attorney-General.

Upcoming

April 28-29: NAB Area G Meeting (Districts 4, 7), Hotel Roanoke, Roanoke, Va.
April 28-May 1: Annual Meeting, U. S. Chamber of Commerce, Washington.
April 30: RMA Advertising Committee, Hotel Roosevelt, New York.
April 30: Florida Assn. of Broadcasters meeting, Tutwiler Hotel, Birmingham, Ala.
April 30-May 1: Radio Farm Directors meeting, Dept. of Agriculture, Washington.
May 1-2: NAB Area F Meeting (Districts 5, 6), Tutwiler Hotel, Birmingham, Ala.
May 2-3: Ohio State U. Institute for Education by Radio, Columbus.
May 5-6: NAB District 2 Meeting, Waldorf-Astoria, New York.
May 7-8: RMA Industrial Relations Seminar, Hotel Pennsylvania, New York.
May 8-9: NAB Area D Meeting (Districts 8, 9, 11) Palmer House, Chicago.
May 12-13: NAB Standards of Practice Committee, Waldorf-Astoria, New York.
May 13: NAB-ASCAP Joint Negotiating Committee, Waldorf-Astoria, New York.
May 15-16: NAB Sales Managers Executive Committee, Ambassador Hotel, Atlantic City.
May 21-22: NAB Board of Directors, Washington.
May 25-28: Advertising Federation of America Annual Convention, Boston.
May 26-27: NAB District 3, Lord Baltimore Hotel, Baltimore.
June 2-3: NAB District 1, Somerset Hotel, Boston.

Texas Disaster

(*Continued from page 95*)

on-the-scene description at 2:30 p. m. on April 16 by Lee Clough, KLUF manager, who flew in his own plane over Texas City. He also gave an eye-witness report during the MBS 7 p. m. Fulton Lewis show on April 16 from Galveston.

Other MBS broadcasts from the scene of the tragedy were heard during the April 16 Gabriel Heatter news program at 9 p. m., and at 11 p. m. during the WOR New York Fred Vandeventer news show, when eye-witness reports and interviews with survivors were heard. On April 17 pickups were heard at 1 p. m., 7:30 p. m., and again at 11 p. m.

CBS Coverage

John Daly, CBS correspondent, was heard on April 17 at 8 a. m. and again at 9 a. m. from Texas City, after his arrival at CBS affiliate KTRH Houston by air from New York. Mr. Daly also was heard on April 17 in a broadcast from the city's ruins, 3:15-3:30 p. m.

One of the first eye-witness accounts heard on CBS was on April 16, 3:30-3:45 p. m. by Ted Nabors, of KTRH.

NBC broadcasts from Texas City were given by Morgan Beatty, who flew from Washington, Bud Thorpe, who flew from Chicago with an engineer, Hal Coley, Pat Flaherty and Bill Sprague, of the news staff of NBC affiliate KPRC Houston.

On April 16 at 4:15 p. m., Mr. Flaherty broadcast from the scene of the disaster and at 6 p. m., Mr. Sprague was heard from KPRC. At 7:15 p. m. (EST) the regularly scheduled NBC *News of the World* program devoted its entire period to news of the explosions. At 10 p. m. the network broadcast a bulletin that the city was ordered to evacuate, including rescue workers and newsmen, and at 10:30 p. m. broadcast the bulletin that the evacuation orders had been rescinded. At 11:15 p. m. and 11:30 p. m. two reports were broadcast by Mr. Sprague.

On April 17 at 9:45 a. m., a quarter-hour pickup was broadcast from Texas City with reports by Correspondents Beatty, Thorpe and Flaherty and at 12:30 p. m., all three reporters were heard from the scene again. Mr. Beatty was heard in a broadcast from KPRC at 1:45 p. m.

On April 16 at 1 p. m. the ABC *Baukhage Talking* program was interrupted by Ray Conaway of ABC affiliated KXYZ Houston, who gave a two-minute description of the damage. Mr. Conaway broadcast again from the station at 2 p. m., and at 4 p. m. picked up a special broadcast from Texas City reported by Jack Edmunds, Bob Blase, Art Finger and Lee Hendricks of the KXYZ news staff. During ABC's 7 p. m. *Headline Edition* show Jack Edmunds was heard in a five minute on-the-scene pickup from Texas City and during the 11-11:15 p. m. ABC *News of Tomorrow* broadcast Mr. Edmunds was heard again interviewing a doctor in charge of Red Cross work in the city. He also was heard that evening from 8:30-8:45 p. m., interviewing the mayor of Texas City.

ABC's Washington correspondent, Tris Coffin, who flew down to Texas City on the night of April 16, was heard the following morning at 8 a. m., with an eye-witness account of the ruins of Texas City and was heard again at 7 and 11 p. m.

Radio's Strike Role

LEADERS of opposing parties in the nationwide telephone strike turned to radio last week as negotiation efforts continued fruitless. Secretary of Labor Lewis B. Schwellenbach used facilities of ABC Tuesday night in an appeal to the public to demand an end of the strike. The following evening Joseph A. Bierne, president of the National Federation of Telephone Workers, replied to the Secretary of Labor on ABC, 8:15-8:30 p.m.

Libel Law Enacted

COLORADO legislation relieving broadcast stations from responsibility in certain cases involving libel was signed by the Governor of Colorado and is now law. The bill specifies that stations are not liable for defamatory statements made during a broadcast unless they have failed to exercise due care to prevent broadcast of the statements. The law relieves stations of liability for defamatory remarks by political candidates where censorship is prohibited by law.

RADIO, PRESS LIBERTY THREAT IS DENOUNCED

WILBUR FORREST, president of the American Society of Newspaper Editors, declared in Washington last week that freedom of the press and radio is being threatened by overly powerful labor leaders and government bureaucracy.

"We also have the spectacle of a government commission questioning the advisability of granting a radio license to a newspaper because of its alleged opinions on race and religion. Is this government censorship?" Mr. Forrest asked in his address opening the ASNE convention.

He disclosed that an ASNE committee has endorsed the State Dept.'s shortwave news broadcasts to Russia, after studying summaries of several of the programs. The committee is headed by Hamilton Ownes, editor of the *Baltimore Sun*.

D. C. COURT TO HEAR WBAL'S FCC CHARGES

FCC's MOTIONS to convene a special three-judge court to hear WBAL Baltimore's charges against the Commission Blue Book and to dismiss the complaint [BROADCASTING, April 7] will be heard before Associate Justice James M. Proctor in U. S. District Court for the District of Columbia this morning (Monday).

Whether the motions will or will not be fully argued at the same session, authorities said, will depend upon Judge Proctor's rulings. Through its motions the Commission hopes to rid itself of the preliminary injunction which Associate Justice T. Alan Goldsborough granted to WBAL in the same court on Feb. 19 prohibiting, pending litigation, further FCC action on WBAL's renewal application and Drew Pearson and Robert S. Allen's competing bid for the Baltimore clear-channel station's 1090 kc, 50 kw facilities [BROADCASTING, Feb. 24].

AAAA

(*Continued from page 16*)

to continue "to conduct regular nationwide audience measurements," and expressing belief that advertising agencies "will make extensive use of BMB material to increase the effectiveness of radio advertising and further the welfare of radio broadcasting." The resolution went on to express the AAAA's appreciation to the broadcasters for their support and financing of BMB and pledged continued confidence of the AAAA.

The resolution, which was passed after Carlos Franco, Young & Rubicam, and D. E. Robinson, of La-Roche & Ellis had reviewed BMB's accomplishments to date, received added suport from J. C. Cornelius, of BBDO, newly elected chairman of AAAA, who said, "BMB is not only important, it is necessary."

Announcement was made at an earlier session of a new plan whereby regional councils and chapters of the AAAA will sponsor annual examinations to attract and screen high-calibre young people for advertising careers.

James H. S. Ellis of the Kudner Agency, New York, and chairman of the Committee on Education & Training for Advertising, explained details of the plan and said the first aptitude tests will be given June 7, with knowledge tests following June 14.

Another member of the committee, Wesley M. Ecoff, of Ecoff & James, Philadelphia, reported on a trial examination held in Philadelphia which covered the basic types of activity that comprise the agency business. King Whitney, executive director of the personnel laboratory, explained how the tests were developed and how they are graded.

State Dept. Radio Control Is Changed

Shortwave Broadcasting Under Commerce Committee

JURISDICTION of the House Interstate & Foreign Commerce Committee over international broadcasting was affirmed last Thursday when the State Dept.'s International Broadcasting Plan was rereferred from the Foreign Affairs Committee to the Commerce Group.

Chairman Charles A. Wolverton (R-N. J.) requested the rereferral and it was granted without objection. Earlier, Foreign Affairs Committee Chairman Charles A. Eaton (R-N. J.) told BROADCASTING that he would be "relieved" if such a request were made. Representative Eaton said his committee is already overburdened with high-priority legislation including the International Refugee Organization and the Greek-Turkish loan proposal.

The move to bring international broadcasting under the Commerce Committee appeared early in April [BROADCASTING, April 7] when Chairman Wolverton introduced a resolution to investigate the FCC. The resolution, it was pointed out at that time, also stated the Committee's authority over "interstate or foreign communication of energy by radio."

First definition of proper committee authority on broadcasting matters had come from Senate president pro tem Arthur H. Vandenberg (R-Mich.) who ruled in the Senate that the proposal's radio features outweighed its foreign policy aspects. On the Senate side the proposal was referred to the powerful Interstate & Foreign Commerce Committee under Sen. Wallace H. White, Jr. (R-Me.).

PRESIDENT OF MEXICO'S VISIT WILL BE COVERED

MEXICAN PRESIDENT Miguel Aleman will be covered thoroughly by radio when he arrives in the United States to return President Truman's recent visit to Mexico.

Representatives of the four networks met with State Dept. officials last Wednesday to discuss details of the coverage. First broadcast will be made at National Airport in Washington, and will be followed by nine others including President Aleman's address to a joint session of Congress on May 1.

N. Y. Child Labor Law

EMPLOYMENT of children under 16 in radio or television broadcast performances, except in church or school exhibitions or on amateur programs, is forbidden under a new law signed by Governor Dewey of New York, unless educational officials decide the performance is not harmful. The law also affects theatre, circus and motion picture performances.

At Deadline ...

FCC REVERSES DISMISSAL, ORDERS D. C. HEARING

FCC REVERSED its March 20 dismissal of Foundation Co. of Washington's application for 5-kw fulltime station in District of Columbia on 580 kc, 10 kc above WQQW Washington, and called for hearing. WQQW was made party to proceedings. Commission's order offered no explanation, but officials said reversal was to assure proper procedure. March 20 dismissal [BROADCASTING, March 24], came after U. S. Court of Appeals for D. C. upheld FCC's refusal to set WQQW grant aside at request of Foundation.

Officials said Foundation application then should have been set for hearing, not dismissed. Action vacating dismissal was taken April 4 and announced April 18 (Friday). Foundation owners include Elmer Pratt (president), Washington communications attorney, and Lawrence Heller, former majority owner of WINX Washington.

KFJB SALE APPROVED

CONSENT given by FCC Friday to sale of KFJB Marshalltown, Ia., for $75,000 from present four owners to Times-Republican Printing Co., publisher daily *Times-Republican*. John Ruan, Robert Root, Joseph Rosenfield and Kenneth Durham, four sellers, have interest in Independent Broadcasting Co., Des Moines AM applicant, and have FM permit for that city [BROADCASTING, Feb. 24].

AFL asked FCC Friday to recommend to Congress that Western Union be taken over by "(a) the AT&T System, or (b) the Government."

BOB HOPE TOPS LIST IN NEW HOOPER REPORT

BOB HOPE topped first 15 programs in April 15 Hooperatings report. Average evening sets-in-use of 30.2 down 2.3 from last report and up 1.3 from year ago. Average evening rating 10.1, down 0.6 from last report and up 0.6 from a year ago.

Average available homes 78.4, down 1.9 from last report, down 1.1 from year ago. Current total sponsored hour index 69¾ compared to 72½ last report, 75¼ year ago.

First 15 evening programs were:

Bob Hope 30.9, Fibber McGee & Molly 26.2, Bing Crosby 25.8, Red Skelton 24.7, Radio Theatre 23.6, Amos 'n' Andy 23.4, Jack Benny 21.5, Fred Allen 21.3, Mr. District Attorney 21.3, Screen Guild Players 21.0, Charlie McCarthy 20.2, Duffy's Tavern 19.6, Truth or Consequences 19.1, Great Gildersleeve 17.6, Walter Winchell 17.3.

Average daytime sets-in-use 17.6, down 1.6 from last report and up 1.3 from last year. Average daytime rating 4.8, down 0.4 from last report and up 0.4 from year ago.

Top 10 weekday programs: Ma Perkins (CBS) 8.2 Portia Faces Life 7.8, When a Girl Marries 7.7, Aunt Jenny 7.6, Kate Smith Speaks 7.3, Young Widder Brown 7.1, Big Sister 7.0, Pepper Young's Family 6.6, Romance of Helen Trent 6.6, Breakfast in Hollywood (P&G) 6.6.

MAY DAY PROTEST

PROTEST sent to FCC Friday by United May Day Committee of New York on refusal of time by CBS, ABC, MBS, and several New York independent stations. Committee had requested free time to publicize parade.

R. D. FOSTER, president and general mangera, KWTO Springfield, Mo., seriously ill of stomach ailment.

GLENN SNYDER, general manager WLS Chicago, reported in excellent condition after operation for gall bladder condition.

Legality Questions Stymie Bar Proposal

QUESTIONS of legality of FCC's temporary AM expediting plan stalemated Federal Communications Bar Assn. committees on proposal to recommend "reasonable" extension of plan beyond May 1 deadline if necessary.

Elsewhere, proceedings were in motion which may precipitate court test of expediting procedure.

FCBA Executive and Practice & Procedure committees did vote to ask FCC to consider Line 1 (simpler) and Line 2 (harder) applications together according to channel, instead of present practice of considering Line 2's alone.

Committeemen split 3-3 on proposed resolution favoring reasonable extension (not over 30 days) of May 1 deadline if Commission unable to process expediting procedure's workload by then. Dissenters were said to feel recommendation would concede legality of expediting plan even though both resolutions specifically disclaim such concession.

FCBA President Reed T. Rollo tried to call new meeting with more committeemen present to consider extension resolution again, but said Friday afternoon he was unsuccessful in arranging one before he and other Bar officials are slated to meet Tuesday with Commission authorities. Lacking further action, only first resolution will be presented. Leonard H. Marks is chairman of Practice & Procedure Committee which helped draft resolutions.

Meanwhile, court test of expediting plan's legality seen as possible result of WERC Erie, Pa., petition to have its application to change from 1230 to 1330 kc, filed since Feb. 7, consolidated with Community Broadcasting Co.'s application for 1330 kc at Erie, filed before Feb. 7. Under expediting plan, applications filed before Feb. 7 are processed (until May 1) without regard to any filed after Feb 7.

WERC application and petition, handled by Arthur W. Scharfeld of Washington firm of Loucks & Scharfeld without mention of expediting procedure, were not filed to provoke court test and developments may preclude one. It was noted WERC was ordered by FCC two days before Feb. 7 deadline to show cause why it should not move to 1450 kc; that this order was based on WLEU Erie petition on file since Dec. 21, 1945, and that issuance of show-cause order Feb. 5 gave WERC no chance to apply for new channel of its own choice before Feb. 7 deadline.

These factors, it was pointed out, may be construed by FCC as entitling WERC to consolidated hearing with other 1330 kc applicant. Also, possibility of court test presumably would be eliminated if FCC failed to act upon Community application before resuming normal licensing.

Commission authorities say authority for expediting plan is implied in Supreme Court's famed Ashbacker-Fetzer decision, by references to fact there was then no "cut-off date" for filing applications mutually exclusive with those on file.

8 FULLTIME AM OUTLETS AUTHORIZED BY FCC

EIGHT new fulltime standard stations authorized, FCC announced Friday. Eight existing stations granted improved assignments, some with frequency shifts. Sampson Broadcasting Co., permittee of WJKD Clinton, N. C., given permission to withdraw. Applicant feels that because of similar grant to Clinton (WRRZ), community unable to support two stations.

Two of grantees, Bellingham Broadcasters, Bellingham, Wash., and Aberdeen News Co., Aberdeen, S. D., have ownership affiliations with other stations. Ridder Publications Inc., 95%-owner Aberdeen News Co., holds majority interest in Northwest Publications, half-owner WTCN Minneapolis. Bellingham Broadcasters partner, Jessica L. Longston, is licensee KBIO Burley, Ida. Rocky Mountain Broadcasting Co., grantee Pueblo, Col., earlier in week received conditional Class B FM authorization (see story page 91).

New AM grants are:

Bellingham, Wash.— Bellingham Broadcasters, 1170 kc, 1 kw, unlimited; directional. **Burbank, Calif.**—Burbank Broadcasters Inc., 1490 kc, 250 w, unlimited. **Tillamook, Ore.**—Tillamook Broadcasting Co. Inc., 1590 kc, 250 w, unlimited. **Ventura, Calif.**—Ojai Broadcasting Co., 1590 kc, 1 kw, unlimited; engineering conditions. **Barnwell, S. C.**—Edisto Broadcasting Co., 1240 kc, 250 w, unlimited; engineering conditions (Commissioner Wakefield for hearing). **Aberdeen, S. D.**—Aberdeen News Co., 930 kc, 1 kw, unlimited; directional. **Pueblo, Col.**—Rocky Mountain Broadcasting Co., 930 kc, 1 kw night, 5 kw day, unlimited; directional.

Assignment changes granted:

KNAK Salt Lake City, change 1400 kc to 1280 kc, 250 w to 500 w. WGH Newport News, Va., change 1340 kc to 1310 kc, 250 w to 5 kw. WWXL Peoria, Ill., change 1580 kc to 1590 kc, 1 kw day to 1 kw fulltime; directional. KSJO San Jose, Calif., change 1 kw day to 500 w-night 1 kw-day operating on 1590 kc; directional. WHHT Durham, N. C., change 1580 kc to 1590 kc, 1 kw-day to 1-kw fulltime; directional. WCOA Pensacola, Fla., change 500 w-night 1 kw-local sunset to 5 kw fulltime, operating on 1370 kc; directional. WPAB Ponce, P. R., change 1 kw to 5 kw, operating on 1370 kc.

LICENSE RENEWALS

LICENSE RENEWALS announced by FCC Friday for WSOO Sault Ste. Marie, Mich. to Feb. 1, 1949, and for following to May 1, 1950: WBEN KXLY KSAL KECK KFNF KFSG KMBC KOIN KROW KRRV KSWO KTMS KTW KVAN KVEC WBBR WDAE WDAY WDBJ WGST WICA WKNA WPEN WQAN WREN WRNL. Renewals included auxiliaries of KMBC WDBJ WGST WPEN WQAN WRNL.

Closed Circuit

(Continued from page 4)

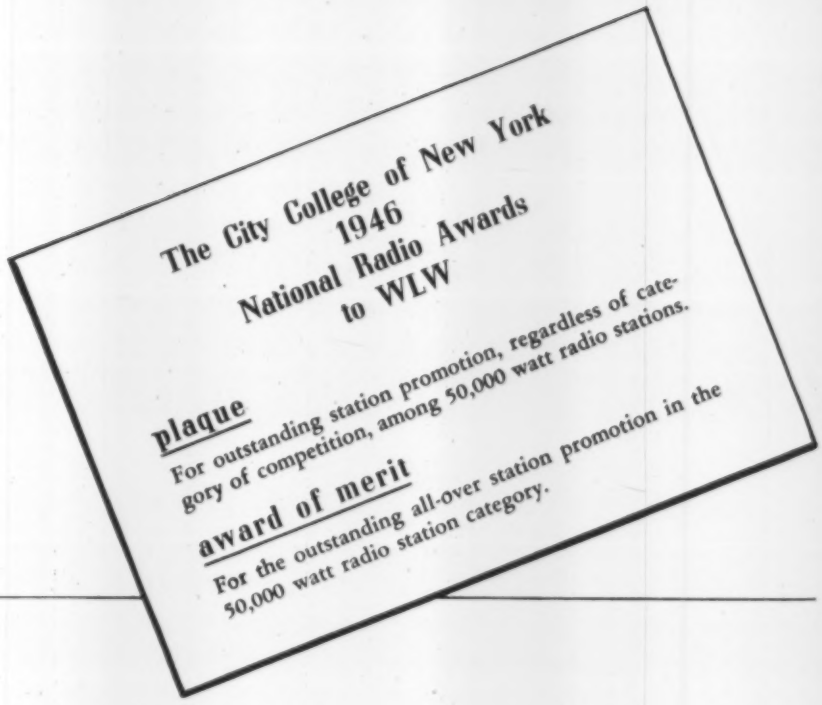
rapid communications. Arrangements were handled with FCC inspector by Donald Withycomb, *Sunpapers'* director of radio. *Sunpapers* hold FM and television CP's and are applicants for AM station.

PARAMOUNT's desire to be free to have its own television station in New York is not strong enough for it to dispose of its Du Mont holdings at a sacrifice, as three bidders have already learned. Unless offers get much better, little prospect of movie company pulling out of Du Mont by mid-May, end of 60-day period granted by FCC.

PROPOSED STANDARDS for commercial facsimile to be submitted for FCC approval within fortnight by special Radio Mfrs. Assn. committee working in collaboration with principal facsimile inventors and manufacturers.

FCC Friday adopted memorandum opinion and order denying petition of KFI Los Angeles for reconsideration of Feb. 20 grant of special service authorization to WOI Ames, Iowa, for 1 kw operation from 6 a. m. to local sunrise.

award


The City College of New York
1946
National Radio Awards
to WLW
plaque
For outstanding station promotion, regardless of category of competition, among 50,000 watt radio stations.
award of merit
For the outstanding all-over station promotion in the 50,000 watt radio station category.

The Nation's Station acknowledges, with thanks, the dual honors bestowed upon us by the 1946 Committee on National Radio Awards of The City College of New York. ¶It is gratifying to receive national recognition for our all-over station promotion since sound promotion always has been an important function in our station operation. ¶WLW's promotional activities are basic and twofold: to keep our audience informed of our efforts to provide them with the best in radio service and programming—to keep advertisers and agencies informed of our efforts to provide them with an honest, resultful advertising medium.

1922 WLW 1947
25th Year

...THE NATION'S MOST MERCHANDISE-ABLE STATION

CROSLEY BROADCASTING CORPORATION